CGS

CONSUMER DATA Privacy & Security:

A Trust Issue Brands Can't Ignore

In the "2019 CGS Customer Service Security and Compliance Survey" respondents revealed that in this digitally connected world, consumers want personalized, fast customer service interactions. While they are willing to share some information, how much is too much? Do they know how their information is being used?

CGS surveyed more than 500 U.S. consumers (18-65+) to understand, when it comes to customer service interactions, what are they willing to share, through what channels and are they concerned with sharing?

When it comes to resolving a customer service inquiry the most important factors are:

- **37%** it's resolved quickly
- **29%** information exchanged is secure
- **18%** to not to have to call/speak to someone
- **14%** it's personalized

What channel is trustworthy?

With multichannel availability, respondents still overwhelmingly chose the phone as the most secure channel (57%).

And, least secure: Social and digital channels.

- **42%** social media
- **14%** email
- **12%** chatbots
- **7%** mobile apps

Getting Personal

More than two-thirds, **68%** of respondents, across all age groups, said they don't trust automated technology such as chatbots with personal data including birthdates, account numbers and social security numbers.

When asked for personal data, **43%** of respondents said they have switched to voice/phone from an automated technology to provide a response.

Data Exposed

- **63%** of respondents reported that they **have been alerted to the possibility** that their personal data had been exposed or breached
- **69%** of respondents said they are **unlikely to return to a company** that has exposed their personal information
- **31%** indicated they were **likely to return to a company** that exposed their information

Knowledge & Consent

Do you know what is being stored?

- **Confident** in knowing what information is being stored by companies and websites they interact with — 15%
- **Unsure** of what information is being stored — 32%
- **Don't know** what is being stored — 53%

If a company were to ask for consent to store information:

- **3%** would always allow it (because they want personalization)
- **56%** would consent if they trust the brand
- **41%** would never allow it (due to security concerns)

What does it mean?

Companies need to strike a balance between providing a personalized customer experience and respecting customers' data privacy preferences.

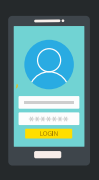
There's no one-size-fits-all solution. **Give customers options.**

Staying in Compliance: Privacy Regulations

In late 2017, the U.S. Senate introduced "The Data Security and Breach Notification Act," requiring organizations to notify affected consumers within 30 days of a breach; with specific civil penalties and/or injunctions for violations. While still pending, experts believe that federal legislation is inevitable.

What can you do to be prepared?

Be Transparent
Clearly state to consumers what data you are collecting, how it is used and shared



Show Benefits
Get customers excited about what they'll receive from the information you are collecting from personal recommendations for purchases to better customer care.

Make it Right
Should there be a data breach, have a plan in place to notify customers as soon as possible.

Build Trust
Provide customers with clear options for requesting their data and instructions on what they can opt out of and how. Let them know what you are doing to protect their information. Train customer service agents on how to ease concerns that may come up during an interaction. If you need to collect personal information through automated technology, let customers know what is safe and what you will never ask them to transmit via an unsecured channel.

ABOUT CGS

For 35 years, CGS has enabled global enterprises, regional companies and government agencies to drive breakthrough performance through business applications, enterprise learning and outsourcing services. CGS is wholly focused on creating comprehensive solutions that meet clients' complex, multi-dimensional needs and support clients' most fundamental business activities. Headquartered in New York City, CGS has offices across North America, South America, Europe, the Middle East and Asia.

For more information, please visit www.cgsinc.com and follow us on Twitter at @CGSinc *and* @OutsourcingCGS *and on* Facebook. *Email us at* outsourcing@cgsinc.com