

# Achieving Privacy-Centric Analytics in an Experience-Driven Economy

## How to transform customer experiences with privacy-centric analytics

As many enterprises continue their digital transformation journeys, a new set of challenges are emerging that are impacting growth.

First, in order to stay ahead, companies need to continuously improve their digital experiences by analyzing data across customer, marketing, and product silos at a global level, yet current approaches to customer data and analytics do not scale.

Second, brands need to address new and ever-changing privacy laws at the data collection and analytics level, in ways that enable customer-obsessed teams to deliver meaningful experiences without risking brand reputation. These challenges are top of mind as data collection and compliance become increasingly important to financial stakeholders monitoring ESG ratings, risk teams, and marketing and CX teams—all while customers increasingly demand transparency and control regarding how their data is used. Enforcement of these new regulations places the responsibility of compliance on enterprises.

Brands that fail to deliver on these promises risk tarnished reputation, customer attrition, and revenue loss to competitors that prioritize data privacy and analysis at scale.

Given these complex factors and seemingly opposing goals, how can brands grow and compete in a data-driven world where privacy regulations change as frequently as customer behaviors?

In a world where data privacy, transparency, and customer agency now heavily impact brand success, brands must pivot to honor these shifts—despite the new challenges they face.

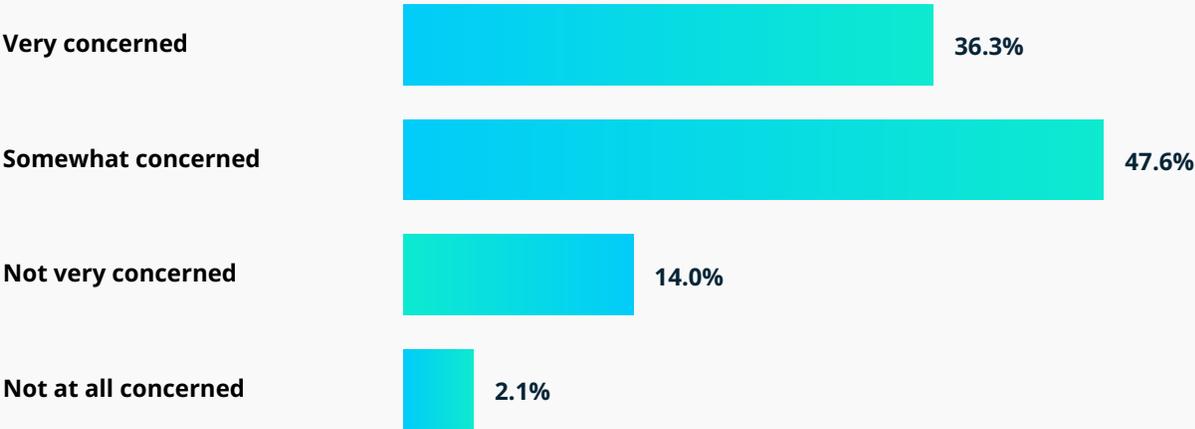
# The voracity of data growth, privacy, and the customer

Over the past decade, corporate data collection has boomed—and will only continue to grow exponentially. According to a 2021 [Statista](#) report, the total amount of data created and consumed globally is expected to increase rapidly over the next three years. By the end of 2021, the global volume of user-generated data was around 79 zettabytes (ZB) and is expected to grow to 180 ZB by the end of 2025. As the amount of data created increases, so does the risk of protecting personal data from malicious attacks, theft, and misuse—as does user concern.

As a representative example, Voice of Connected User Landscape conducted a survey in April 2021 among 5,000 US residents. Around 85% of respondents expressed concerns about the security of their personal data online.

With this growth in data comes consumer concerns over data privacy. The same survey found 44% of respondents actively avoid organizations or services they don't trust with the privacy and security of their personal information. This is especially critical in industries where protecting personal information is not only legally required, but a core pillar of their brand messaging and values.

## How do you feel about the security of your personal data online?



Source: 451 Research's Voice of the Connected User Landscape: Connected Customer, Trust and Privacy 2021

For industries like finance, healthcare, and telecommunication, privacy is a key component of drawing in and retaining customers. For example, in the banking industry, 72.2% of respondents of the survey choose a primary payment card based on the company's approach to privacy.

Data privacy is a double-edged sword and can win customers over, or be a pain point for companies who don't prioritize privacy within their business model. But data privacy is no longer a unique selling point or requirement for certain industries—it affects and applies to all digital enterprises.

## The challenge of adapting to a privacy-centric digital experience

In order to drive growth and success, digitally transformed businesses need to be able to analyze infinite streams of customer and product data in real-time, while also meeting privacy concerns. Without strong privacy measures, they face an uphill battle. For example, [UBS recently reported](#) that the scale of the subscription economy will grow to \$1.5 trillion by 2025—and with it, data and privacy regulations will also grow. Currently, not all digitally transformed companies are set up to anticipate the rapidly developing and vital symbiosis between privacy and growth.

These challenges are not singular. Brands across every industry and the globe currently don't have analytics solutions that can handle scale and privacy within a unified architecture. Instead, they rely on complex data collection processes, outdated integrations, and tedious manual privacy filtering before information can be leveraged in any meaningful way. These archaic and laborious methods used in most SaaS analytics solutions are problematic. Essentially, they limit company-wide insights—and increase privacy risk due to too many layers of technology and tools. If brands don't adapt to the changing digital landscape, they'll be left behind—reputationally, and financially.

## Transforming customer experiences with privacy-centric analytics

Privacy is the new data fabric to unify customer experiences and innovation. But what does this mean for enterprises?

Digitally transformed brands need to be able to analyze live customer and product interactions as they unfold in motion to predict business outcomes with privacy-centric analytics. This means implementing new strategies in their internal systems and data processing workflow. For example:

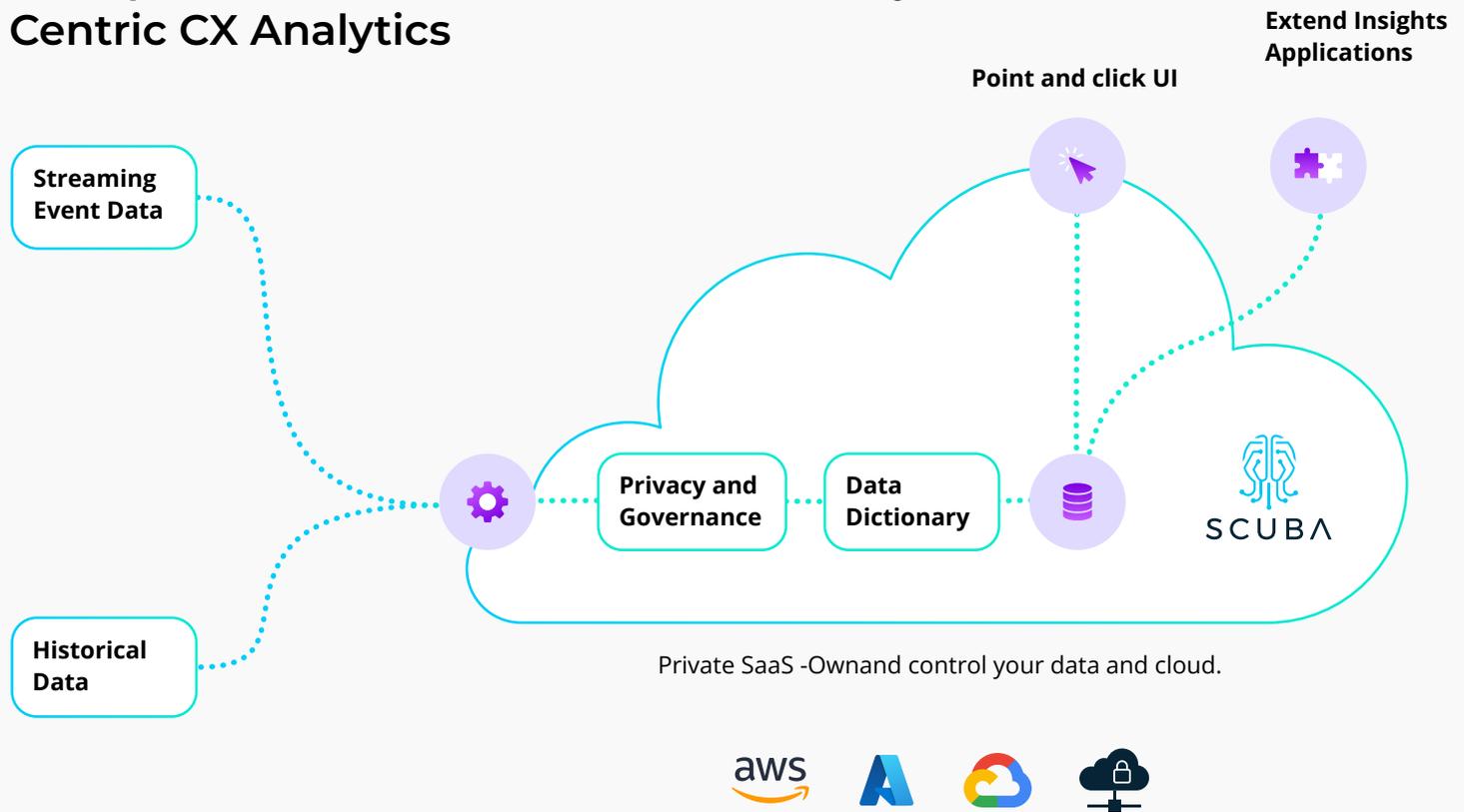
- On the data storage and processing side, companies must put more emphasis on transparent data processing procedures and utilize private cloud services for the storage and processing of data.
- To protect from exposing sensitive information, brands should avoid cobbling together multiple solutions for data storage, processing, and visualization. Managing multiple tools across various siloes increases privacy risks, which can violate regulations and damage brand reputation.
- Companies need to reevaluate their organization's data collection, analysis, and governance simultaneously to avoid brand risk.

Enterprises must also drive data adoption internally to ensure all employees have managed access to real-time data in order to succeed in today's fast-moving digital economy. Microsoft, for instance, has committed to going beyond the current set of regulations and establishing an even higher data privacy bar by the end of 2022.

The new step we're taking builds on our already strong portfolio of solutions and commitments that protect our customers' data, and we hope today's update is another step toward responding to customers that want even greater data residency commitments."

**-Brad Smith, Microsoft Chief Legal Officer**

# Transparent Data Architecture for Privacy Centric CX Analytics



## Forging a privacy-centric analytics path with Scuba

Achieving privacy-centric analytics and digital transformation is no easy task. With challenges like ever-changing privacy laws and shifts in customer preferences, brands often struggle to stay on par with these changes. Even more so, adapting to these shifts while still relying on customer data analytics can feel like an ominous task.

That's where Scuba Analytics can help.

Scuba is a privacy-centric analytics platform that unifies and democratizes data collaboration across all teams, to make agile business decisions without complex queries.

Scuba provides data control, scale, and actionable intelligence within a single turnkey platform that operates in your own private cloud, not requiring data to leave your firewall. Scuba analyzes live customer and product interactions simultaneously to provide predictive behavioral insights, while embedding privacy into a transparent data architecture.

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While teams gain insights, meeting data governance requirements becomes easier. With privacy as a priority, companies can achieve compliance with Scuba—and reduce risk with full audit compliance reporting and meeting regulations requirements such as GDPR or EU Data Boundary. With Scuba, enterprises can step into the new privacy-centric landscape—and reach their full potential.

Scuba Analytics is a real-time, comprehensive customer experience analytics platform that spans the entire data lifecycle.

Interested in better product analysis, data exploration, and performance analytics?

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