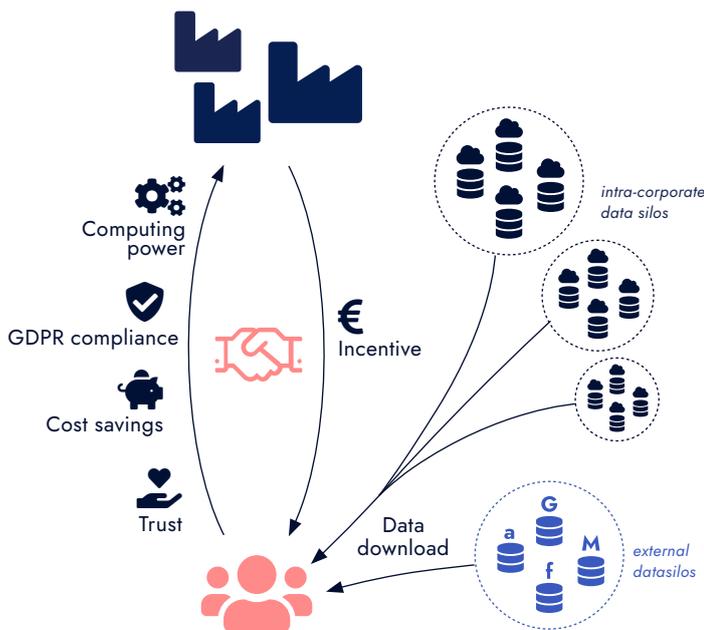


# Increase quality and interoperability when making use of customer data!



**Consistent data collection at all touchpoints is key for efficient customer data management.**

Customer data from different sources, channels and touchpoints is difficult to merge – the differences in processes, systems and interfaces are too big. The GDPR also prevents the group-wide customer journey from being recorded. Instead, maintenance and cost-intensive data silos are created. With the polyPod app, you can break these down with the help of your customers!

- ✓ Turn your customers into partners for high quality customer data.
- ✓ Enable GDPR-compliant use of customer data across your entire corporate group.
- ✓ Save time and effort for synchronising processes and systems.
- ✓ Use customer data across internal and external data silos.

## 1.

Provide your customers with the polyPod App and they can download their data from various external data sources directly onto their device. In this way, a detailed customer dataset is created that is not restricted by departmental or company boundaries.

## 2.

The customer can add data to their dataset from third-party sources such as social media and can correct data – like changing an incorrect billing address. Via integrated consent management, customers can release their data to the entire corporate group.

## 3.

Offer your customers an incentive for correcting and enriching their data, which they would otherwise have to purchase from intermediaries. Vouchers, micropayments, discounts – pass on some of your savings to your customers.

## More, better quality data – and lower costs!

With the Data Downloader integrated into the polyPod, your customer can expand their dataset from various sources as desired. The resulting detailed data set can be analysed using algorithms that your company sends directly to the customer's end device. Your customer provides their data and the unused computing power of their device to perform the data analysis. This way your customers become

partners who take over the job that data centres and data intermediaries do now. This increases the quality and depth of resulting datasets – and lowers costs. In addition, this fair and transparent partnership will build trust between the customer and your company in the long term. Incentivised outsourcing as customer loyalty.

