she said YES!

Go Next Level in Consumer Relationships with iWelcome's Consent Lifecycle Management (CLM)

The end of an era has arrived. Consumers increasingly expect to be treated digitally the same way as they are used to in the world of brick and mortar. No more endless meaningless and impersonal advertisements in their search engines. Or random commercial information in their e-mail boxes. Today's digital consumers have entered the next level of maturing and want to be treated as such.

On top of that, the EU regulations as General Data Protection Regulation (GDPR) and e-Privacy are in full force, posing strict new requirements on organisations when it comes to digital customer interaction. This means that organisations need to change the way they digitally interact with customers both from pure business and compliancy reasons. And they need to change fast to remain competitive.
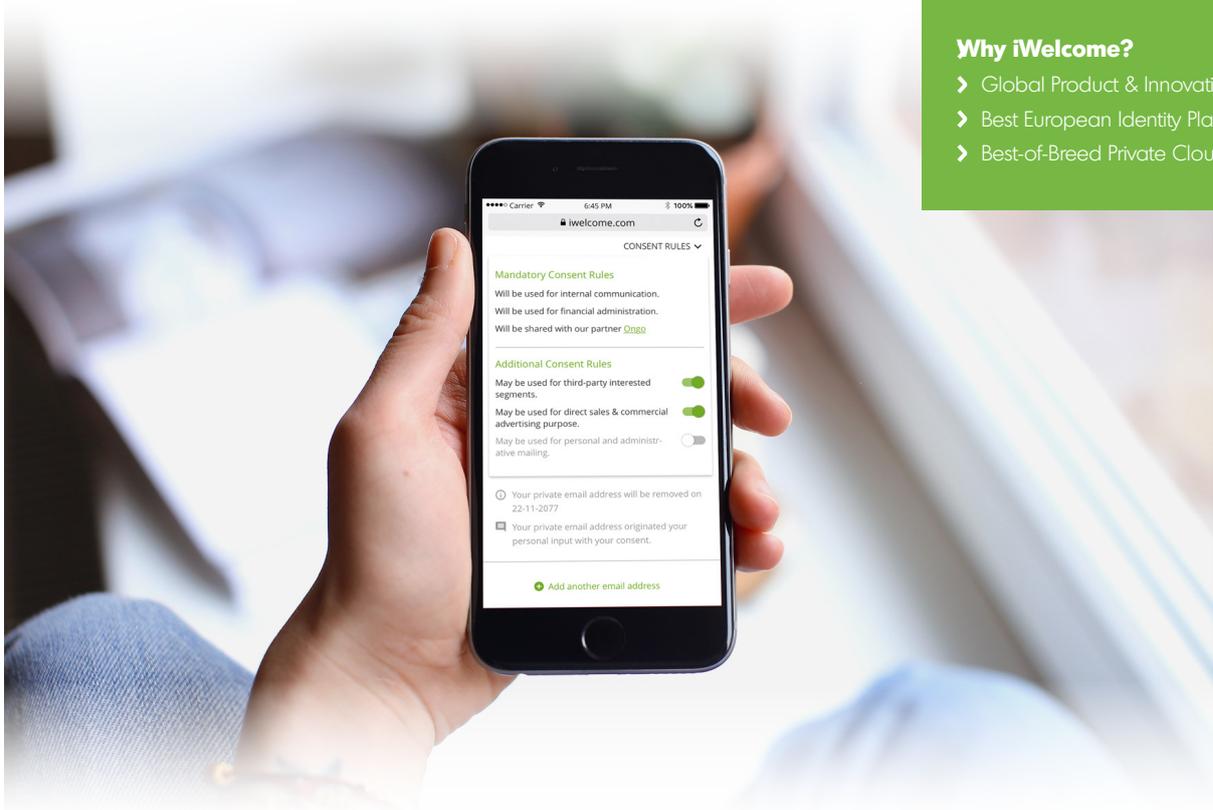
CLM-as-a-Service
We manage consent, you do the rest

Benefits
> Trusted Consumer Relationships
> The Foundation or GDPR
> Easily Connected to your
>   IAM landscape
> Lowest Total Cost of Ownership (TCO)
> Go-live in weeks

Why iWelcome?
> Global Product & Innovation Leader
> Best European Identity Platform
> Best-of-Breed Private Cloud Technology

How to go Next Level?

Next level customer engagements are about offering ease and creating trust. To facilitate, organisations need to redesign their customer journeys and incorporate opportunities for consumers to respond. In order to facilitate this, it is indispensable to run a proper Consumer IAM solution. The right Consumer IAM solution allows your organisation to manage consumer identity data in such a way that it is gathered and processed gradually and smoothly.

The good news is that most organisations today either have a Consumer IAM solution in place or are in the process of implementing. The bad news, however, is that these solutions often lack the right capabilities for managing consent and preference settings. As these settings are subject to regular change - think of updated privacy statements and changed personal preferences by the consumer - they are particularly complex. Moreover, these settings need to be linked to other fields of data. Think of your organisation's monthly newsletter: when a consumer decided to 'opt-in', this type of consent (including the processing purpose and data retention period) needs to be linked to the person's e-mail address and managed throughout its period of existence. At iWelcome, we refer to this as Consent Lifecycle Management (CLM).

Are you one of the many organisations looking for a specific solution to manage consent and preference settings? Then we have some very good news for you! iWelcome has set up a CLM proposition that can be delivered as separate module, complementing your existing Consumer IAM solution. All fully API-based, minimising the impact of integration. With this CLM-as-a-Service, your can offer full control to your consumers, while allowing your own staff to optimise internal processes as customer care, auditing and cross- and upselling.

The Cornerstones of Consent Lifecycle Management (CLM)

As mentioned, iWelcome's CLM proposition can be delivered as separate module on top of your existing Consumer IAM solution. What additional benefits does our CLM solution bring?

Capturing Consent & Preference Data

24/7 Support

Consumer Self-Service Overview

User Management
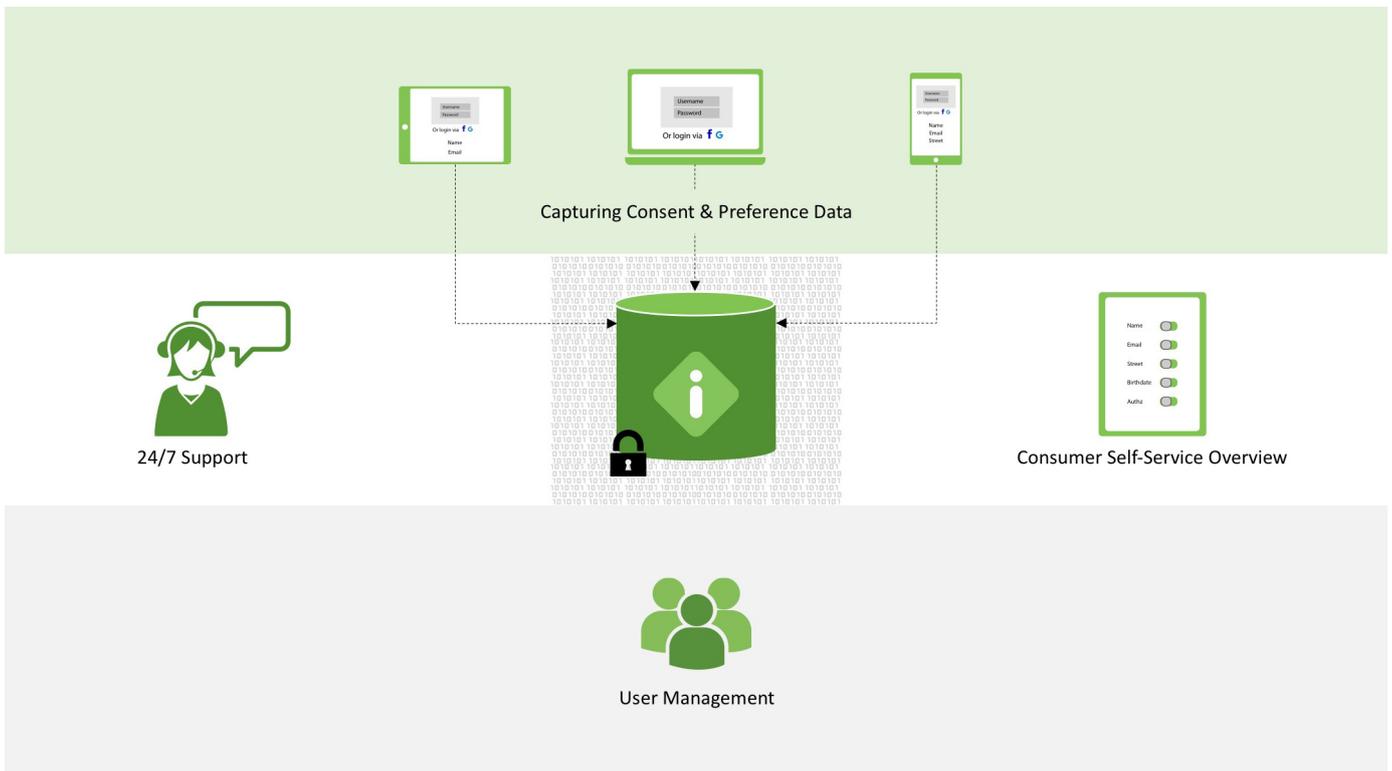
Capturing consumer consent & preference data

An important key for building ease and trust in your registration process lies in setting up a dialogue with your consumers. The key to success is to effectively gather and store:

> Consumers' consents for (updated) privacy statements;
> The preferences and consent information;
> The processing purposes related to these consents and preferences;
> The data retention periods related to these consents and preferences.

Additionally, consumers should be able to withdraw consent at any time, just as easy as it was given. In short: consent is not just a 'once given'; it has a complete lifecycle for building trusted relationships.

iWelcome offers best-practice consent flows for all situations that require specific consent actions, to be connected to your existing Consumer IAM solutions.

Consumer Self-service overviews

Another core element is to be able to provide consumers with full control over the data they share with you. Not only at registration but during the entire lifecycle of your relationship. Allowing consumers to view, edit, download and delete their data is not only a strict GDPR requirement: it's one of the cornerstones for building trusted consumer relationships. With iWelcome's solution, you can offer a whitelabel self-service portal or choose to use your own portal with our RESTful APIs.

User Management

Besides consumers, also an organisation's own employees must be given access to all consent-related data. With iWelcome's delegated User Management module, organisations can delegate the creation and management (update, disable and delete) of accounts within one single user interface.

24/7 Support

To facilitate your customer care management, iWelcome offers a service desk application that is tailor made for teams responsible for customer care and service desk operations. This application provides these teams with all functionality required to effectively help consumers with any consent-related issues that may arise. If these teams encounter any second level support questions, they can turn to iWelcome's support division for 24/7 support.

About iWelcome

iWelcome provides Identity as-a-Service for frictionless privacy-protected consumer services and security-enabled workforce processes. iWelcome is the only European born Identity Platform - headquartered in Europe, backed by European investors and specifically serving customers doing business in Europe. Millions of consumers and hundreds of thousands of employees - across industries like banking, insurance, utility, media 6 publishing, travel & services, retail/e-tail and Governments & Non-Profit – rely on iWelcome on a daily basis, Analysts like Gartner and KuppingerCole have recognized iWelcome as a worldwide Product and Innovation Leader with "Excellence" ratings. Building truly winning partnerships with its customers, iWelcome offers lowest Total Cost of Ownership and a time-to-service in weeks. Applying Best-of-Breed Private Cloud Technology, customers benefit from both ends: using a SaaS service while not having to share critical resources.