

The trust factor in the cognitive era

How CSPs can capitalize on personal data while preserving privacy

The three customer mindsets about sharing data with CSPs



Consistently trustful

Worried, but not alarmed – their trust in companies to handle their data is unchanged

48% in 26-45 age group



Trustful but worried

Positive about how they can benefit from sharing data with companies – increasing trust but still worried

53% in emerging countries



Increasingly suspicious

Decreasing trust in CSPs – suspicious about how companies handle personal data

79% in mature countries

CSPs need to manage the yin and yang of customer mindsets and trust imperatives



The three imperatives for building trust with customers

Transparency



61%

of people surveyed want to know which data about them is collected and how it is used

Value exchange



38%

of people surveyed want to receive free or discounted products/services in exchange for personal data

Security



92%

of people surveyed want to know that their personal data is kept private and secure

CSPs need to understand the contributing factors that define trust to enjoy significant advantages in monetization and growth

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