

MUSA

Building trust with transparency

Overview



Surveys



Rewards



Transparency



Loyalty

42% of people find brands
less truthful than 20 yrs ago

Mccan

The shift



**Users demand
more control**

38%

Of users say that to build trust, users must know **who's** using their data and **how**

[Source](#)

The shift



**Users demand
engaging brands**

Privacy losers



46% loss in 4th quarter

\$18.5 million in fines

CEO is fired

Top 10 trusted → Top 30

Privacy losers...



**\$100s of millions in
immediate cost**

**Priceless lost customer
loyalty**

After data breaches

86.55%

“not at all likely” or “not very likely” to do business with an company that had suffered a data breach

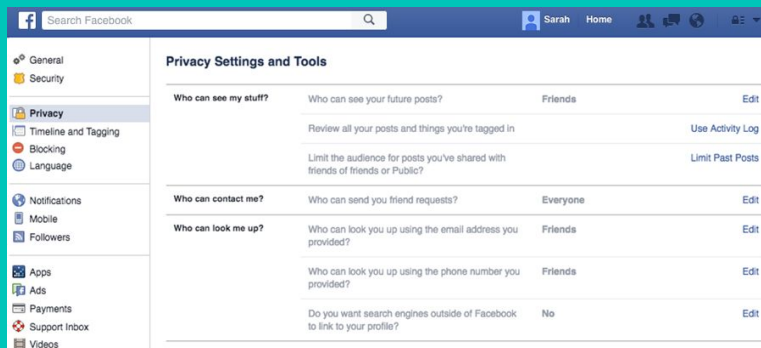
OnePoll

A profound change

“...trust (is) a necessary precondition for innovative products and services that rely on the processing of personal data”

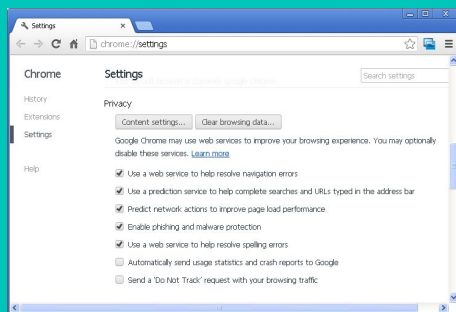
-European Data Protection Supervisor Giovanni Butarelli

Privacy Losers



The screenshot shows the Facebook 'Privacy Settings and Tools' page. On the left is a navigation menu with options: General, Security, Privacy (selected), Timeline and Tagging, Blocking, Language, Notifications, Mobile, Followers, Apps, Ads, Payments, Support Inbox, and Videos. The main content area is titled 'Privacy Settings and Tools' and contains a table of settings.

Who can see my stuff?	Who can see your future posts?	Friends	Edit
Review all your posts and things you're tagged in		Use Activity Log	
Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts	
Who can contact me?	Who can send you friend requests?	Everyone	Edit
Who can look me up?	Who can look you up using the email address you provided?	Friends	Edit
	Who can look you up using the phone number you provided?	Friends	Edit
	Do you want search engines outside of Facebook to link to your profile?	No	Edit

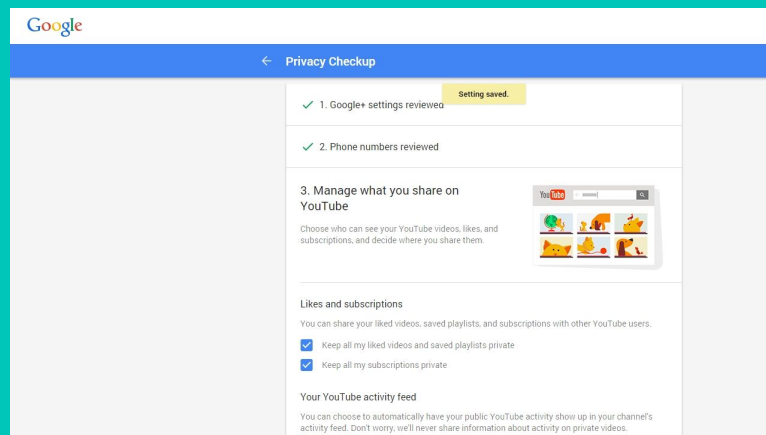


The screenshot shows the 'Settings' page for Google Chrome, specifically the 'Privacy' section. The left sidebar has 'Settings' selected. The main content area explains that Google Chrome may use web services to improve browsing experience and lists several optional services that can be disabled.

Privacy

Google Chrome may use web services to improve your browsing experience. You may optionally disable these services. [Learn more](#)

- ☒ Use a web service to help resolve navigation errors
- ☒ Use a prediction service to help complete searches and URLs typed in the address bar
- ☒ Predict network actions to improve page load performance
- ☒ Enable phishing and malware protection
- ☒ Use a web service to help resolve spelling errors
- ☐ Automatically send usage statistics and crash reports to Google
- ☐ Send a 'Do Not Track' request with your browsing traffic



The screenshot shows the Google 'Privacy Checkup' page. It has a blue header with the Google logo and a navigation bar with a back arrow and the text 'Privacy Checkup'. The main content area shows a progress list and three sections for managing privacy settings.

← Privacy Checkup

1. Google+ settings reviewed Setting saved.

2. Phone numbers reviewed

3. Manage what you share on YouTube

Choose who can see your YouTube videos, likes, and subscriptions, and decide where you share them.

Likes and subscriptions

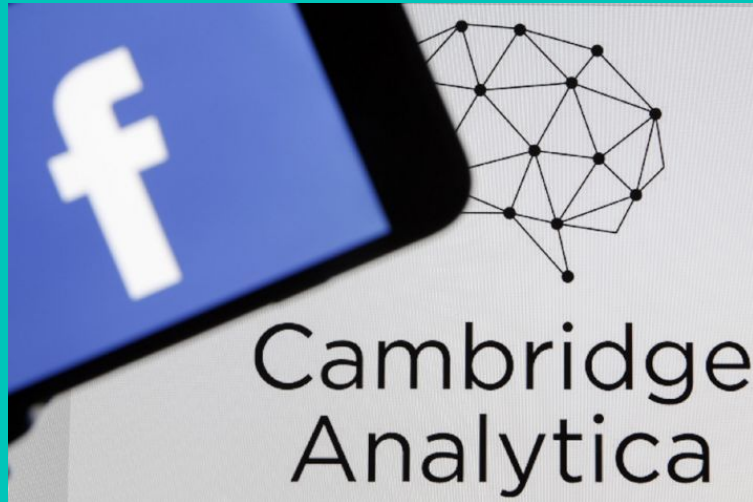
You can share your liked videos, saved playlists, and subscriptions with other YouTube users.

- ☒ Keep all my liked videos and saved playlists private
- ☒ Keep all my subscriptions private

Your YouTube activity feed

You can choose to automatically have your public YouTube activity show up in your channel's activity feed. Don't worry, we'll never share information about activity on private videos.

Privacy Losers



Lax data policies

3rd party apps misused data

4 years later...

Biggest scandal in privacy history

If we don't adapt...



Trust



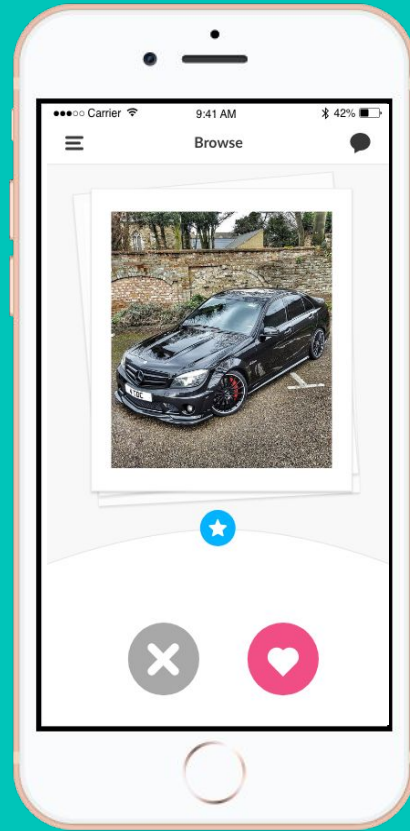
Engagement



Loyalty

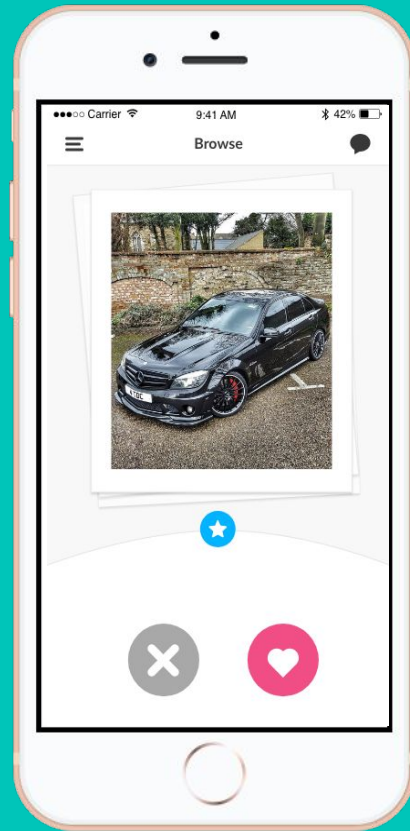
**How can Daimler
stay ahead?**

One platform



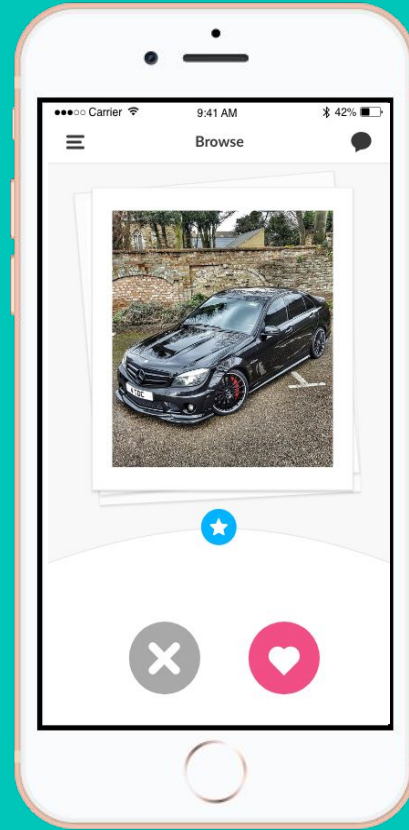
Engage

(survey Q example mockup)



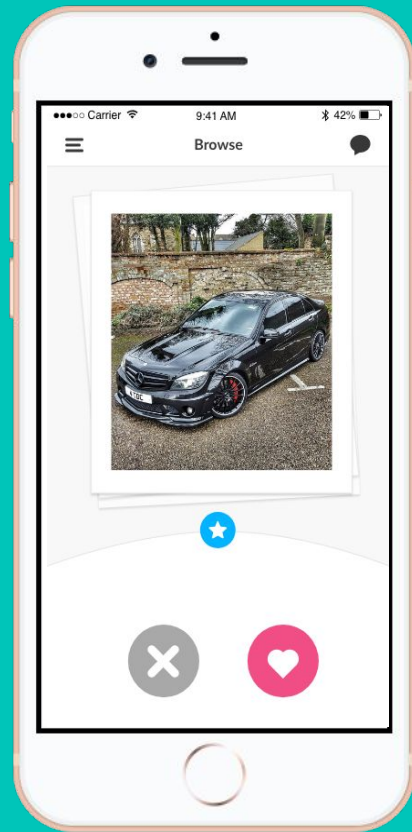
Engage

(multiple surveys page)



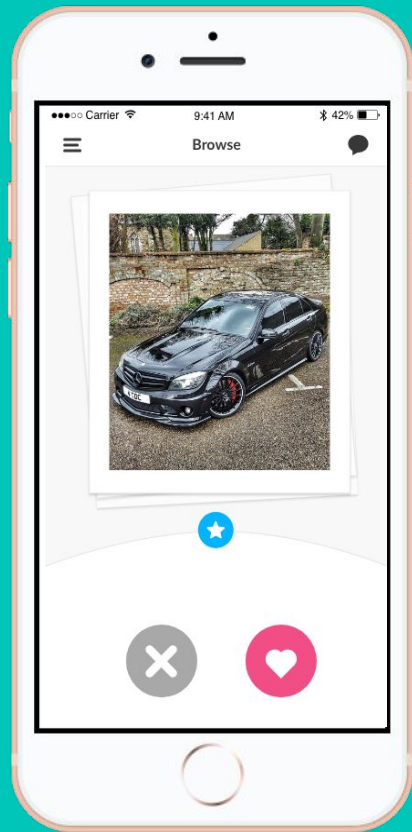
Engage

(milestones mockup)



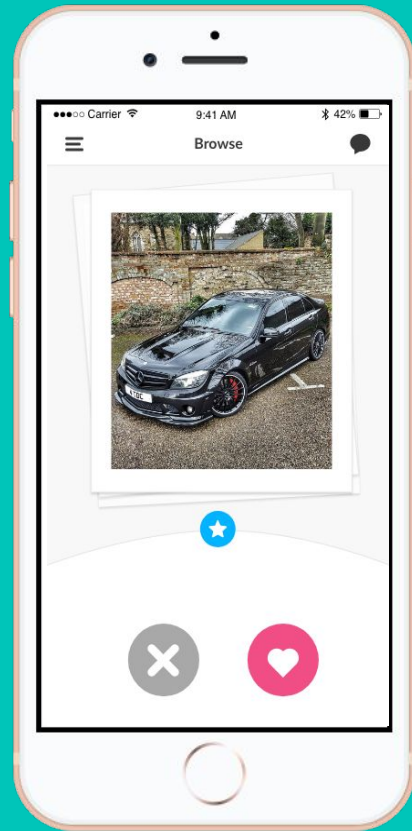
Control

(Analytics dashboard mockup)



Monetize

(Cashout page mockup?)



Headlights

Front Bumper



Spoiler

Side Skirt

Rims

User profile



How it works



Company



Opinions



Insights

Distribution

JUDGING CRITERIA

Business Model & Growth Potential - Contestants must be thorough in establishing the need they are looking to solve, and the approach to the solution must be replicable in the real world.

Innovation - Ideas should be new, creative, simple and holistic.

Scalability - Contestants must address how their idea scales across a large international business.

Strength of Team - Contestants must demonstrate that its team has the skills and leadership to successfully move forward with their idea.

Education & Traction - Contestants must address technology, approach and methods of data processing and show to what extent their business model can be applied.



Mercedes Pay

Distribution



Mobility apps

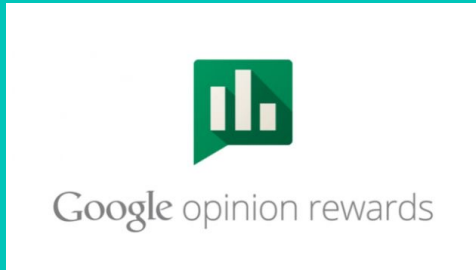


Native app

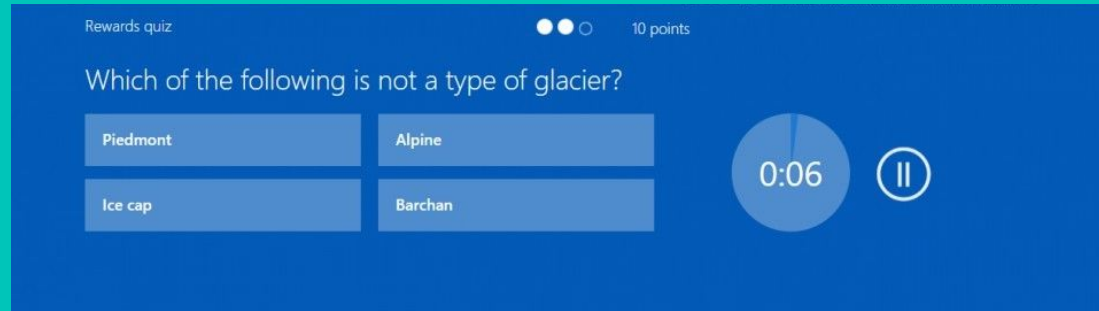


Mercedes Pay

Competition



Competition



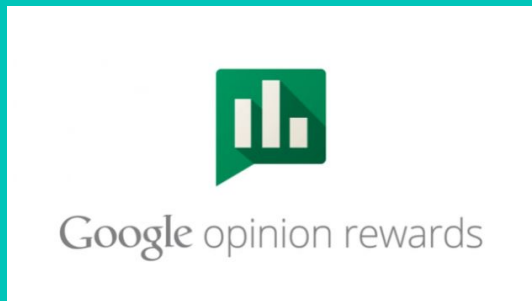
- ❑ Focus on opinion rewards?
- ❑ Engaging questions?
- ❑ Data transparency

Competition

A screenshot of a Net Promoter Score (NPS) survey template. The title is "Net Promoter® Score (NPS) Template". The question is "* 1. How likely is it that you would recommend this company to a friend or colleague?". Below the question is a scale from 0 to 10, with "Not at all likely" at 0 and "Extremely likely" at 10. The scale is represented by a row of 11 circles, with the first circle (0) selected. A "Next" button is at the bottom right. The footer says "powered by SurveyMonkey".

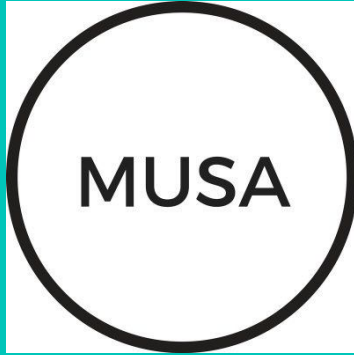
- ☐ Data transparency?
- ☐ Engaging questions?
- ☒ Focus on opinion rewards?

Competition

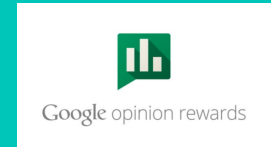


- ☐ Data transparency?
- ☐ Engaging questions?
- ☒ Focus on opinion rewards?

The difference



Google Surveys



- ☒ Data transparency?
- ☒ Engaging questions?
- ☒ Focus on opinion rewards?

- ☐ Data transparency?
- ☐ Engaging questions?
- ☒ Focus on opinion rewards?

If we DO adapt...



Trust



Engagement



Loyalty

People trust
honest ~~people~~
companies

Next steps?

