

## Consumers Worldwide Will Allow Access To Personal Data For Clear Benefits, Says Infosys Study

*82 percent want data mining for fraud protection, will even switch banks for more security; 78 percent more likely to buy from retailers with targeted ads, while only 16 percent will share social profile; 56 percent will share personal and family medical history with doctors*

**NEW YORK – June 25, 2013:** Consumers worldwide overwhelmingly will share personal information to get better service from their doctors, bank and retailers; however, they are very discerning about how they share. Today's digital consumers are complicated and sometimes skeptical about how institutions use their data, according to a global independent survey of consumers around the world commissioned by [Infosys](#).

Americans, Europeans and Australians feel comfortable sharing data with doctors (90 percent), banks (76 percent) and retailers (70 percent); however, the research shows contrasting nuances. Consumers won't readily share personal medical history with doctors. They say they want targeted ads yet are wary of sharing the information to enable this. The study shows consumers understand the benefits of sharing data but remain cautious of data mining (especially in Europe): 39 percent globally describe data mining as invasive while also saying it is helpful (35 percent), convenient (32 percent) and time saving (33 percent). Consumers in the United States are less concerned about the invasive issue (30 percent) than in the other countries surveyed, while German consumers are less willing to share personal data than in other countries.

The global research polled 5,000 digitally savvy consumers in five countries about how they trade personal data in the retail, banking, and healthcare sectors. The study shows the key challenge facing business is to navigate the complex behaviors consumers display when sharing their personal data.

### Key global findings

#### Retail

- **To know me is to sell to me:** Three quarters of consumers worldwide believe retailers currently miss the mark in targeting them with ads on mobile apps, and 72 percent do not feel that online promotions or emails they receive resonate with their personal interests and needs
- **To really know me is to sell me even more:** A wide majority of consumers (78 percent) agree that they would be more likely to purchase from a retailer again if they provided offers targeted to their interests, wants or needs, and 71 percent feel similarly if offered incentives based on location
- **Catch-22 for retailers?** While in principle shoppers say they want to receive ads or promotions targeted to their interests, just 16 percent will share social media profile information. Lacking these details could make it difficult for retailers to deliver tailored digital offers

#### Banking

- **Security = Loyalty:** 82 percent of respondents expect their bank to mine personal data to protect against fraud. It's so important an issue that just over three quarters (76 percent) would even consider changing banks if a competitor offered assurances that their data and money would be safer
- **Digital communication conundrum:** There is a communications challenge for banks: 63 percent of consumers want banks to communicate with them about their account or

transaction information via alerts to mobiles or smart phones; however only 32 percent frequently share information on these devices

- **Are banks reassuring customers enough?** Despite these clear concerns about security more than a third of consumers (35 percent) still feel that their current bank or financial institution does not have a clear process for addressing fraudulent issues

#### Healthcare

- **It's right there in my e-file:** An overwhelming 88 percent of consumers favor physicians being armed with electronic health information about patients
- **I'm not telling you that:** Only 56 percent will share personal medical history, 52 percent family medical history
- **Apps are more personal:** While more than 76 percent are interested in mobile apps for tracking their health, consumers are less comfortable using their mobiles to share data with doctors and prefer to share personal data with their doctor's office in person (98 percent), followed by online (77 percent) and mobile (66 percent)

Visit [www.infosys.com/digital-consumer-study](http://www.infosys.com/digital-consumer-study) for complete survey results.

#### Quote

#### **Stephen Pratt, Managing Partner, Worldwide Consulting and Systems Integration and Executive Council Member at Infosys:**

"This study is a wake-up call to companies about the enormous untapped opportunity to gain greater access to data by clearly communicating 'what's in it for me' to the customer. Our research shows that people will certainly share though they're very savvy about how they give up their personal information. Companies need to crack the code in mining data effectively to gain consumer trust and clearly articulate the benefit to their customers."

#### **Engaging the digital consumer – research methodology**

This comprehensive global research project studied consumer sentiment on big data issues in the retail, financial services, and health care industries in the United States, United Kingdom, France, Germany and Australia. The study polled 1,000 consumers in each country via an online survey for a total global sample of 5,000 adults between the ages of 18 and 69. Independent research firms KRC and Vanson Bourne conducted the study; KRC surveyed the United States between May 3 and 7, 2013 and Vanson Bourne surveyed the remaining countries between May 8 and 22, 2013. To qualify for the survey, respondents had to be active Internet users and indicate that they have made an online purchase during the previous six weeks. The majority of respondents also had to indicate they owned a smartphone or tablet computer.

#### **Additional Resources**

[Engaging the Digital Consumer global microsite](#)

[Engaging the Digital Consumer – United States findings](#)

[Engaging the Digital Consumer – United Kingdom findings](#)

#### **About Infosys**

Infosys is a global leader in business consulting and technology solutions. As a proven partner focused on building tomorrow's enterprise, Infosys enables clients in more than 30 countries to outperform the competition and stay ahead of the innovation curve.

Ranked in the top tier of Forbes' 100 most innovative companies, Infosys—with \$7.4B in annual revenues and 150,000+ employees—provides enterprises with strategic insights on what lies ahead. We help enterprises transform and thrive in a changing world through

strategic consulting, operational leadership and the co-creation of breakthrough solutions, including those in mobility, sustainability, big data and cloud computing.

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**Safe Harbor**

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