

# Heineken balances compliance and customer experience with **CHEQ**

## Results and benefits

How Heineken was able to easily apply user consent preferences seamlessly throughout the customer journey without needless interruption, resulting in improved opt-in rates, better customer data, and most importantly, happier users.

70%

Of customer experiences span multiple channels, making it difficult to comply

25M

Heinekens served everyday across 192 countries

## Challenge

### Repeated consent requests damaged customer experience

Heineken's IT team hit a snag when comparing consent management solutions for a customer-facing app. "When we began discovery on our cookie consent project, we found that users would need to opt-in on every use, which we felt would discourage their use of the platform," said Giacomo Gussoni, IT Commerce & Digital Specialist at Heineken. To solve this problem, Heineken needed a solution that could balance compliance with customer experience by allowing Heineken to retain consent across devices, domains, and platforms.

*"Protecting our customers' personal information is an important part of our job. We are continually using CHEQ to keep the website safe for our customers."*



Giacomo Gussoni,  
IT Commerce & Digital Specialist, Heineken

## The Solution: **CHEQ** Privacy

With CHEQ Privacy and Compliance Enforcement, Heineken was able to unify consent across the customer journey, through various, domains, devices, and platforms. This one consent, applied-anywhere capability empowered Heineken to stay in compliance with evolving privacy regulations while protecting the customer experience that they have worked so hard to create.

Once deployed, the Heineken team began looking for more ways to leverage the platform. Beyond simply using it for global consent, Heineken "was impressed with the monitoring capabilities of CHEQ," which let them observe detailed opt-out rates and build insights to improve both user experience and opt-in rates. For Heineken, these capabilities helped further evaluate customer journey and optimize cookie consent rates.



*"The ability to easily deploy CHEQ and integrate it with our cookie tool was crucial."*



Giacomo Gussoni,  
IT Commerce & Digital Specialist, Heineken

## About Heineken

25 million Heinekens are served each day across 192 countries. With customers all over the world, and breweries in more than 70 countries, Heineken needed a consent management solution that could maintain compliance with global regulations like GDPR and CCPA.