CDR Success Metrics
survey results

September 2021

Method

- Anonymous public survey run for a 3-week period from 16 August 2021
- 12 non-mandatory questions –7 Likert scale, 3 open-ended and 2 opinion-based
- Sent to private email list of 102 contacts in Australian financial services industry
- Link to survey published on LinkedIn post that received 2,326 views, 41 reactions and 14 comments
- Promoted at weekly CDR Thursday implementation call
- Referenced on Consumer Data Standards CDR Support Portal

https://cdr-support.zendesk.com/hc/en-us/community/posts/4405177178895-Measuring-CDR-Success-Short-Survey

https://www.linkedin.com/posts/halerob_cdr-consumerdataright-activity-6832841726709907456-N1V1

Responses

- 48 responses received, very high completion rate on questions
- Wide variance in time to complete from 3m:28s to 44m:45s - two sessions indicated > 5 hrs
- Ignoring outliers, median time to complete was 9m:33s

Author's Opinion

- People appear to have thought carefully about their responses
- I recognise that the results come with an inherent bias due to the way the questions were posed
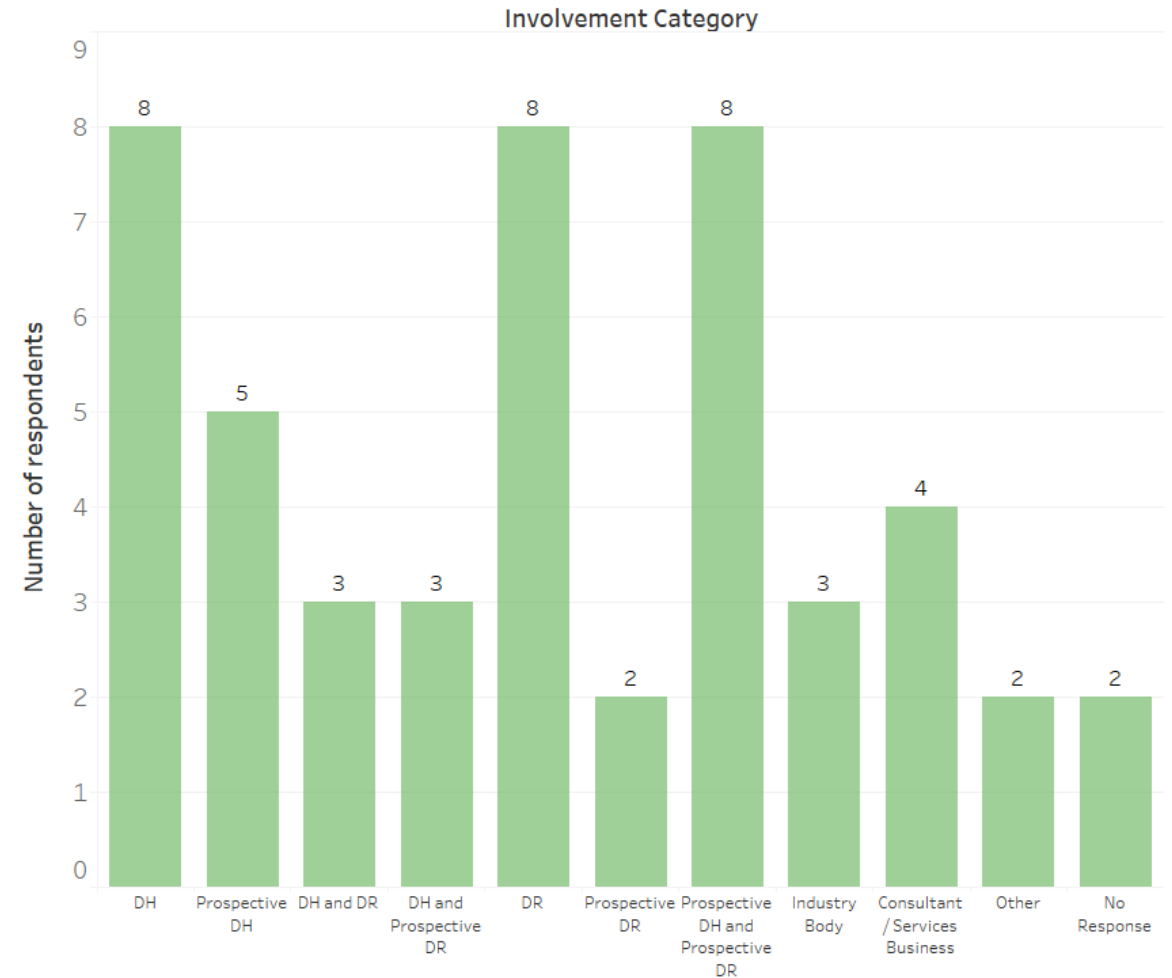- These responses should be viewed as indicative

Terminology

- The following abbreviations have been used throughout the results
    - DH (Data Holder), DR (Data Recipient), ADR (Accredited Data Recipient)

Q1 – Level of **Involvement** in CDR

This helps understand the perspective you have when responding to the survey
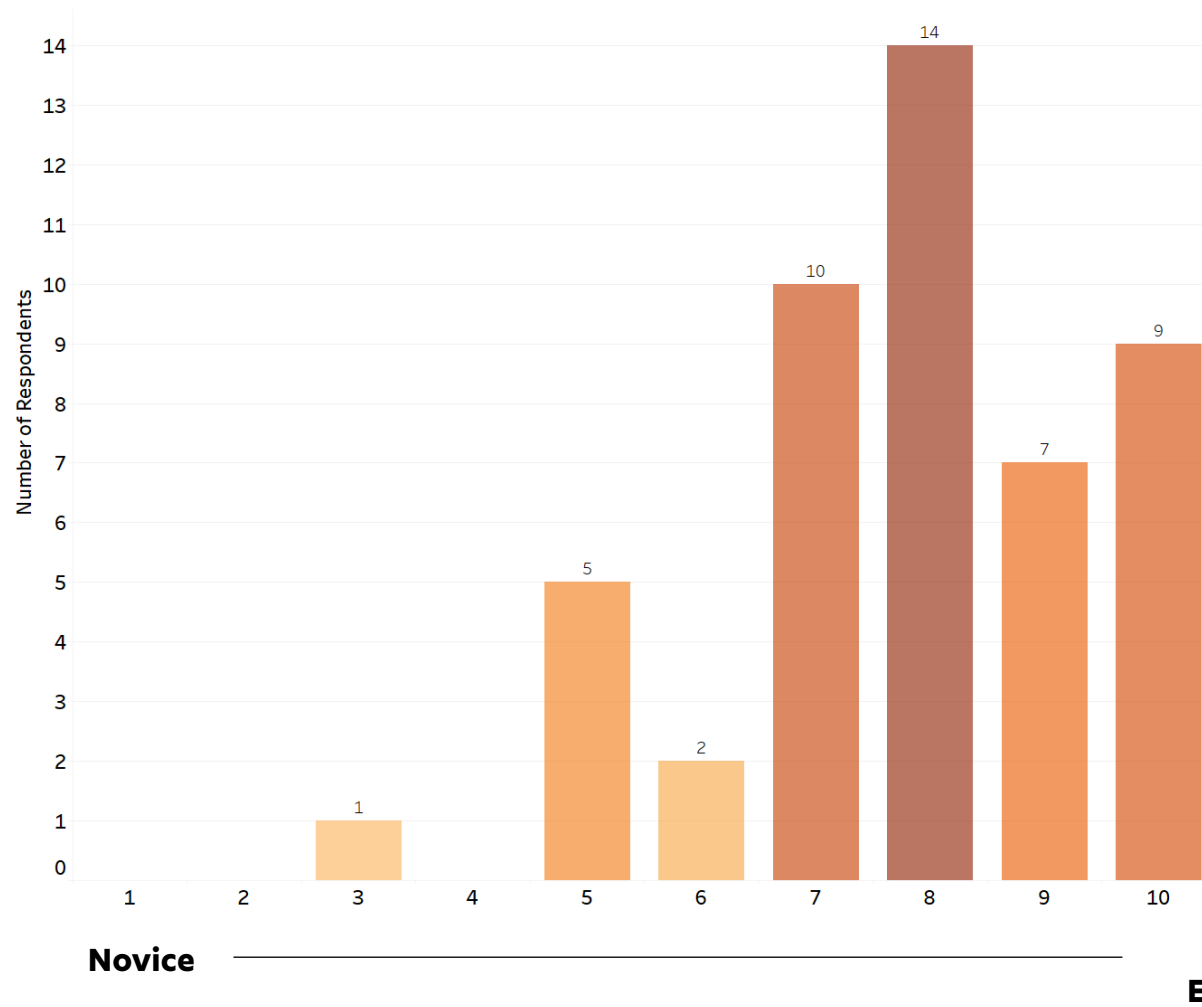
46 responses (95.8%)

Survey Observations: Good representation from a range of stakeholders, not overly skewed towards any one particular interest

Q2 – Current **Knowledge Level** of CDR

How would you classify your awareness and knowledge of CDR today?

48 responses (100%)

Statistics

Range 3-10
Average CDR Knowledge = 7.81
Median = 8

Number of Respondents (y-axis)

Bar chart values:
- 1: 0
- 2: 0
- 3: 1
- 4: 0
- 5: 5
- 6: 2
- 7: 10
- 8: 14
- 9: 7
- 10: 9

Novice ———— **Expert**

Survey Observations:

Respondents appear knowledgeable and have a good understanding of CDR issues. The feedback is therefore likely to be informed and of value

Q3 – **Possible** Measures of Success

Legend: ■ Strongly Disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly Agree

- The number and % of all DH brands active on the register
- The number and % of all DH brands publishing compliant data
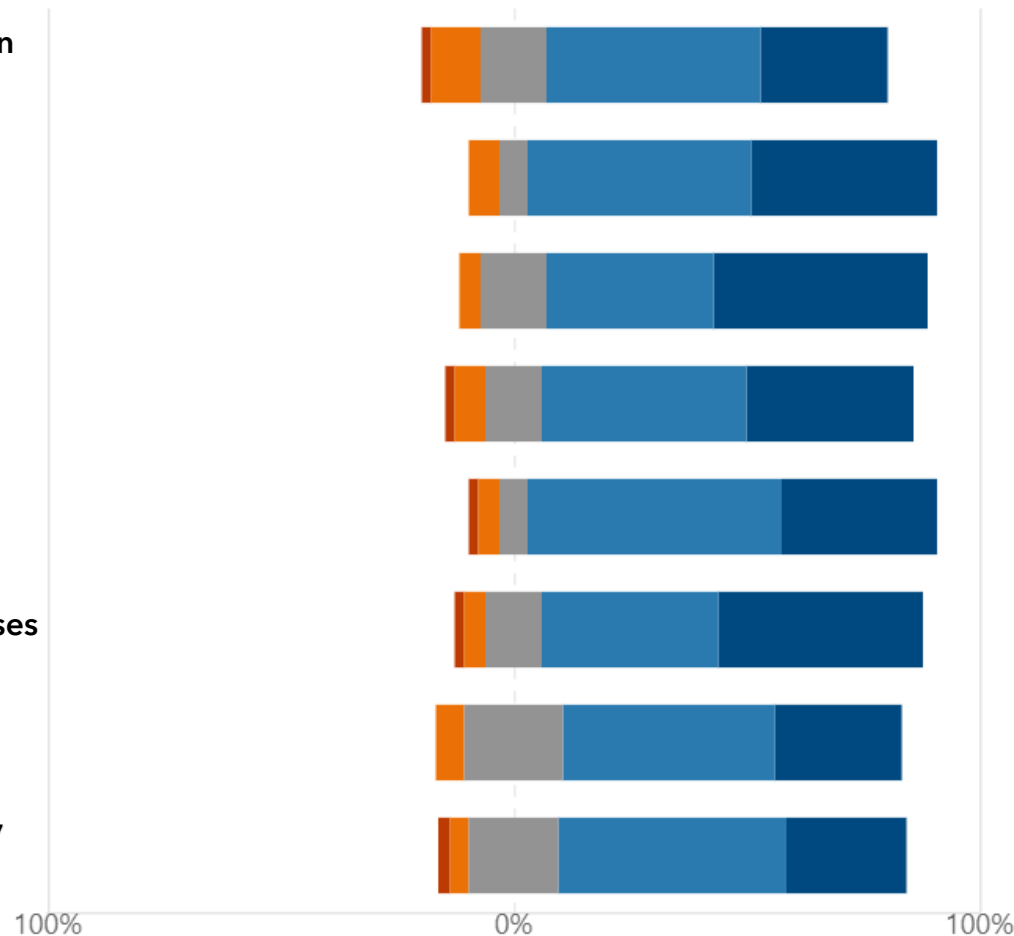- The number of consumer consent attempts made (success/fail overall
- The number of ADR API calls made (success/fail) overall
- The number of ADRs Active on the register
- The number of published Active ADR use cases
- The number of one-time consents per day (rolling 7 day avg)
- The number of time-bound consents per day (rolling 7 day avg)

100%   0%   100%

Survey Observations:

Responses largely indicate support for all these measures

Q4 – Other **Possible** Measures

What other possible measures might be useful in determining CDR success?
26 responses (54.2%), 786 words

9 respondents (**36**%) answered **consumer** for this question.

consumer experience
ADR applications
data
Survey of ADR
customers
consumer consents
ADR and DH
ADR
consumer
CDR
consumer complaints
metrics
consents per ADRs
consumer API
use cases
active
number
time
consents
consumers are using CDR

General Ecosystem

Consider short, medium and longer-term metrics
Number of products or services created through CDR
Growth / accumulation usage measures over time
Blend of intermediaries / ADIs, non-ADIs and other roles
Consistency of data across sectors
Ratio of existing fintechs using screen-scraping v migration to CDR
Accredited partners / sponsors and how many ADRs they service
Unique consumers per ADR – not just thousands of calls with same consumer
Number of CDR-founded businesses
DH data quality
ADR pipeline

Consumer Experience

Time to complete consent, consent drop-off and pass/fail rates
Withdrawal of consents - elapsed time after initial consent
How many customers are sharing data and for how long?
CDR experiences with 4* or 5* app store reviews
Meaningful life outcomes achieved

Consumer

Customer feedback, NPS, dispute count, ease of use and satisfaction
How much do consumers trust individual ADRs and DHs?
Usage level and satisfaction by type of use case – and over time
Benefit / Value added to consumer – $ savings, time savings
Number of home loans originated using CDR affordability assessments
Number of customers per bank using CDR
Active use cases by category

Technical and Performance

CTS v live environment gaps
Benchmark response times of DH and ADR
ADI v non-ADI DH stats analysis
Compare performance of newly active DHs v existing DHs
DH data quality and technical compliance rates
% Compliant payload responses by DH
Level of tech support required for bug fix and deployment
Regulatory compliance
Stability of technical requirements – days since last change
Information security / unauthorised access complaints

Suggestions

Recognise UK learnings to accelerate process

Q5 – Customer Participation

16 respondents (50%) answered consumers for this question.

CDR and if through dashboard
Consumer awareness
CDR data   data to consumer
CDR uptake   use cases   CDR   CDR services
source- CDH or CDR   ADR   consumers
CDR access   Number   access   consent   CDR usage
consumers using CDR   live CDR   result of CDR   Number of customers

General Ecosystem

Proportion of the customer base that has access to CDR by sector
% of population with at least one consent request per year
CDR access on behalf of ineligible citizens
Size of CDR adoption by potential market, national, state, postcode
Percentage of ADRs that are also DHs
Coverage of Australian bank accounts able to use CDR

Technical and Performance

Device types used by consumers
Use of CDR data or derived data

Suggestions

Grant Program for NFPs to bring social outcome use cases to life

CDR should be accessible to all Australians, so what metrics could help determine if this is the case? Consider consumer eligibility, digital inclusion, access to Internet-connected devices and other issues that could impact participation

33 responses (68.8%), 845 words

Consumer

Number of customers changing banks
Attempt by DHs and ADRs to engage with consumers and offer choice of CDR
Consumer Education, DHs asking customers if they would like to know more
Level of digital literacy and comprehension of how CDR can help
Demographics of consumers accessing CDR
Volumes by ADR and product category to identify consumer demand
Satisfaction with level of control consumers have over their data
Determine if non-digitally-connected people are missing out
Monitoring of pricing for consumer services adopted using CDR
Willingness of participation and propensity to share data
Which use cases help rural or vulnerable Australians

Consumer Experience

Customer survey of awareness, use cases and use
CDR Brand awareness
Time windows when CDR consents, withdrawals and requests are made
Consent withdrawal method – DH /ADR dashboard or other means
Analyse complaints data using AI to assess themes

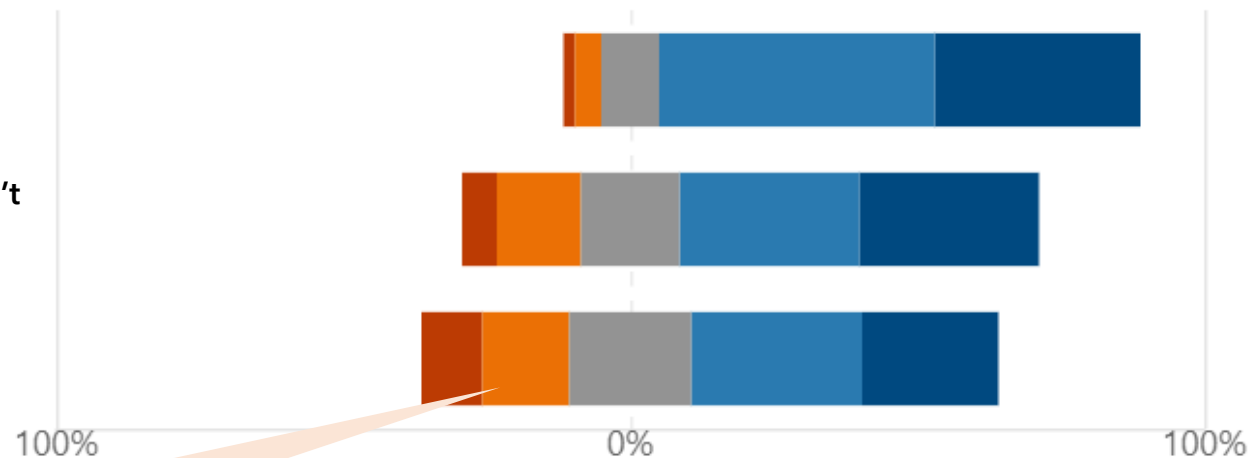# Q6 — Data **Recipient** Participation

How much do you agree with these statements?
48 responses (100%)

■ Strongly Disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly Agree

It's important to recognise the number of accredited DRs and track growth of that number

Accredited DRs without a published software product aren't really participants yet so we should differentiate here

ADRs should be responsible for identifying and reporting DH conformance issues

100%   0%   100%

Survey Observations:

25% of respondents do not agree that ADRs should be responsible for identifying and reporting DH conformance issues. This sentiment was expressed by both DHs and DRs

Q7 — Data **Holder** Participation

How much do you agree with these statements?
48 responses (100%)

Legend: ■ Strongly Disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly Agree

**Full DH participation should be a major focus,
only having some DHs active is an issue**

**DH API technical standards compliance is important,
only when 100% proven should we onboard DHs**

**DH published data quality is important,
only when 100% proven should we onboard DHs**

**Having DH endpoints that are accurate but slow, still
provides some value**

**We should accept that DH endpoint issues will always
exist and set our expectations accordingly**

100%   0%   100%
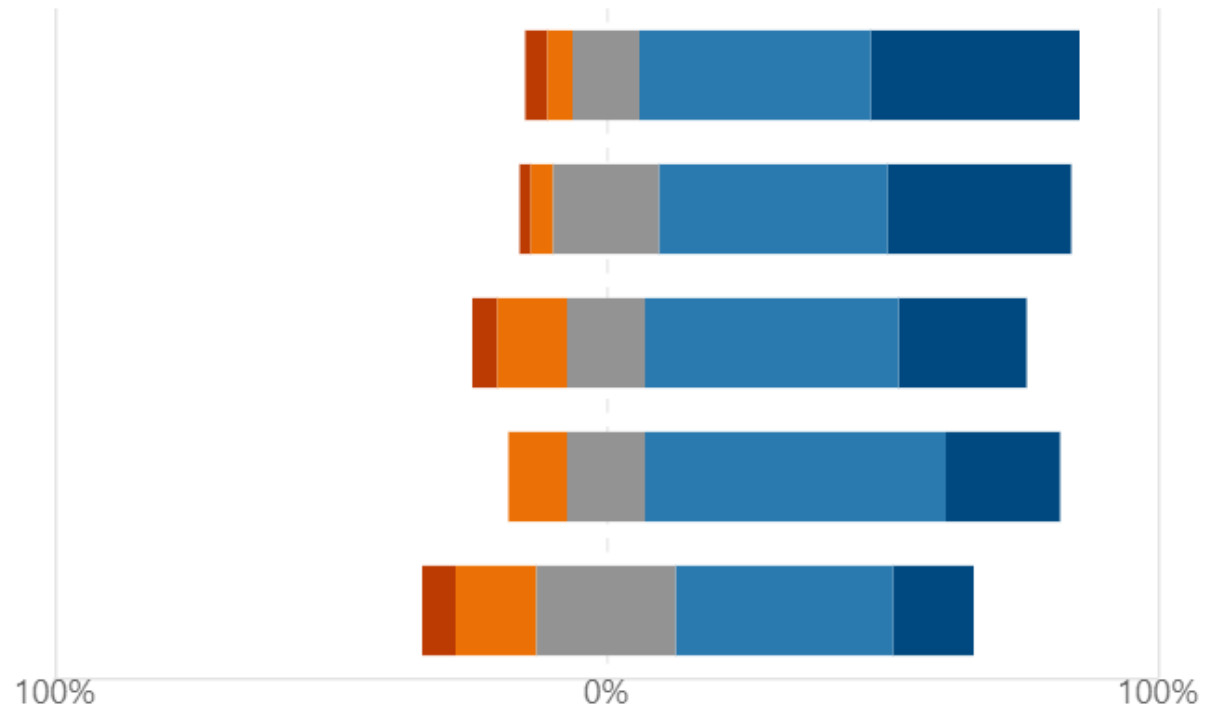
Survey Observations:

There is some tolerance for non-conformance, but the majority of respondents expect DHs
to be publishing conformant, quality data. Slow data seems better than poor quality data

Q8 — **Conformance** Test Suite

DHs currently need to pass the CTS in order to become active on the register. Do you think the quality of the CTS might impact overall CDR success?

47 responses (97.9%)
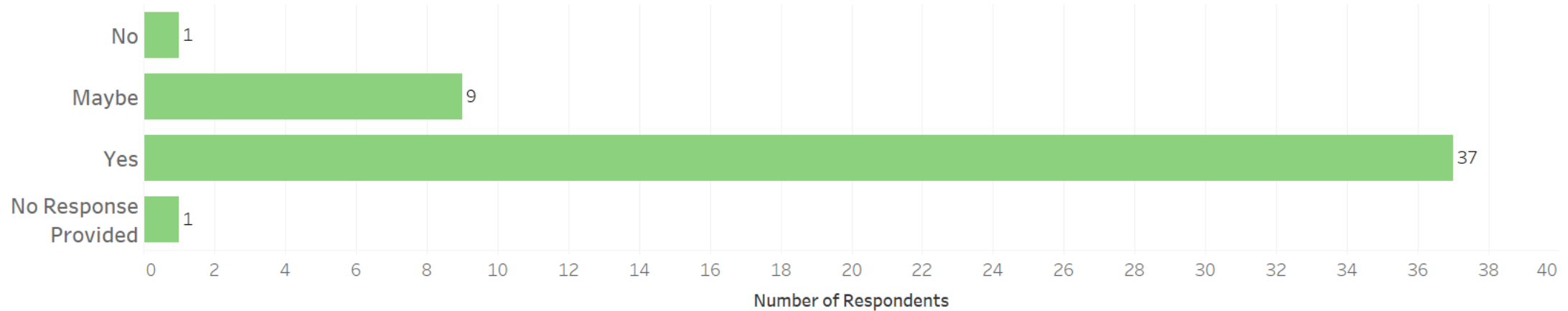
Survey Observations:

79% of respondents say that the quality of the CTS might impact overall CDR success. Only 2% believe this not to be the case

Q9 – **CTS** and **Onboarding** Metrics

How much do you agree with these statements?
47 responses (97.9%)

Survey Observations:

Only 11% of respondents believe the current CTS is adequate and effective as an onboarding tool for DHs.
47% disagree or strongly disagree with this statement.

■ Strongly Disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly Agree

The current CTS is adequate and effective as an onboarding tool for DHs

The CTS should be more rigorous and comprehensive for DHs

Once DHs pass the CTS we should have a high degree of confidence in their conformance

A pre-production environment with staged access to production would help improve DH conformance

100%   0%   100%
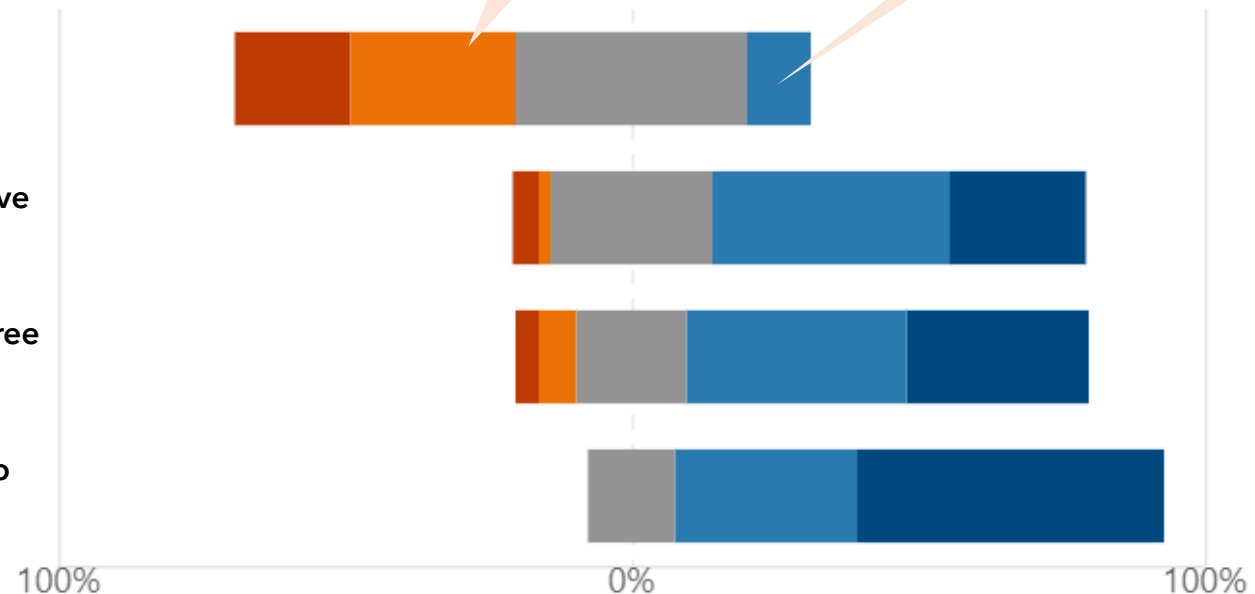
Q10 – Publication of Data Holder Performance Metrics

How public should DH performance metrics like these be?

47 responses (97.9%)

■ Not Made Available   ■ Made Available to ACCC / TSY   ■ Made Available to all participants   ■ Made Publicly Available   ■ Not Sure

DH endpoint success / failure rates overall

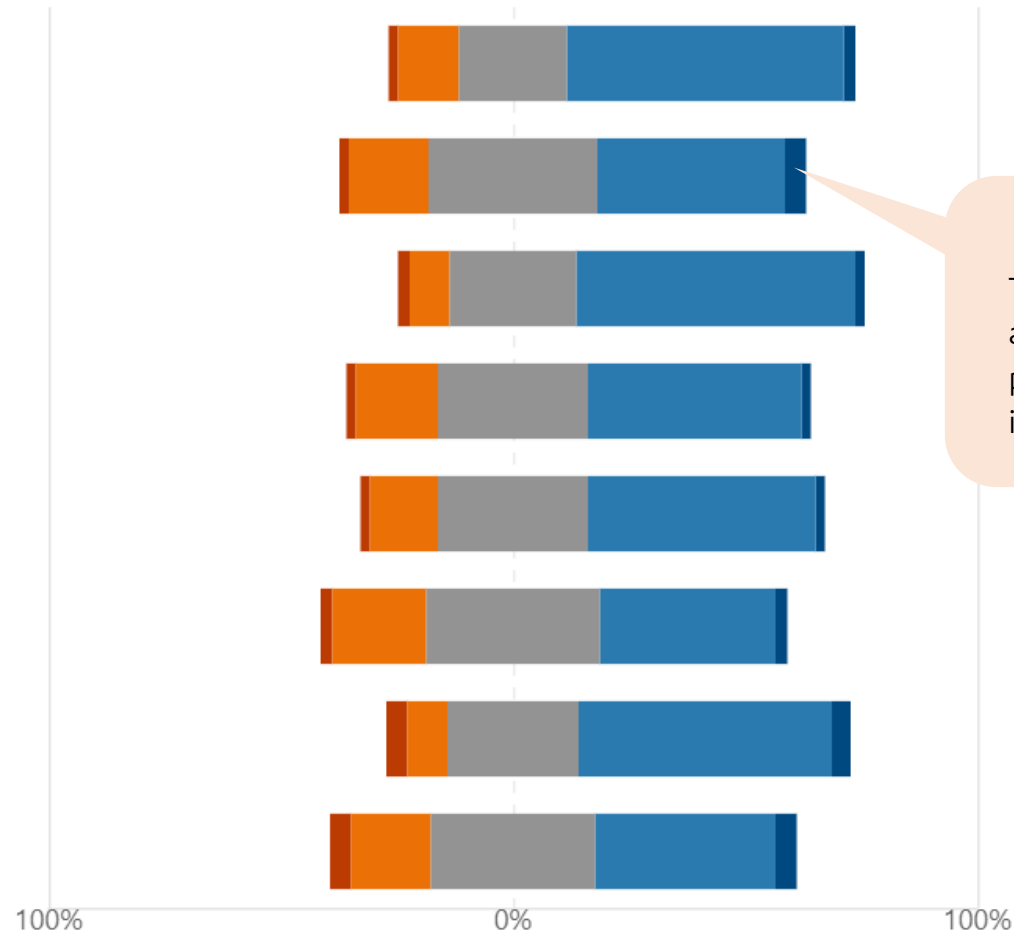DH endpoint success / failure rates by DH

DH API availability % overall

DH API availability % by DH

DH endpoint latency overall

DH endpoint latency by DH

Consent success/ failure rates overall

Consent success / failure rates by DH

100%   0%   100%
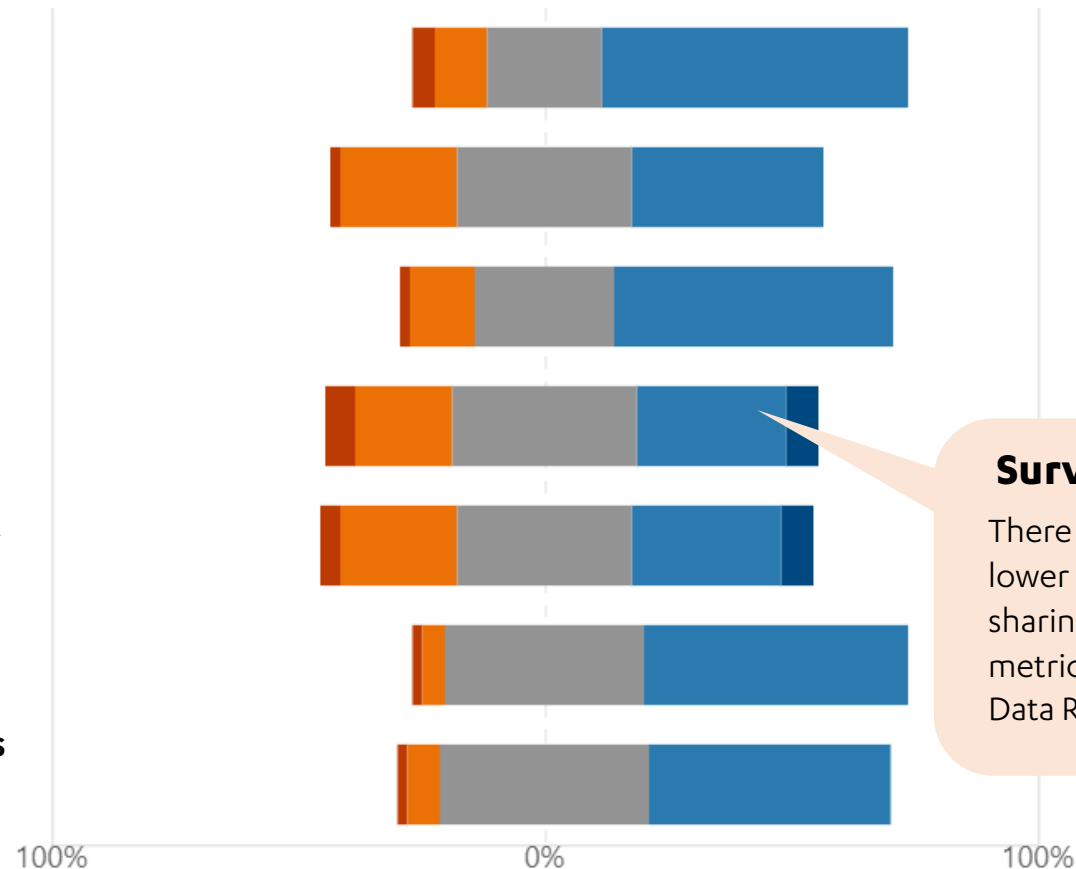
Survey Observations:

There appears to be a slightly lower appetite for publicly sharing any of the proposed metrics that specifically identify Data Holders

Q12 – **Final** Thoughts

Thank you for sharing your thoughts. Is there anything else you'd like to add?
17 responses (35.4%), 995 words

9 respondents (**56**%) answered **CDR** for this question.

participation in CDR
consumer confidence
worth of data data holder CDR environment overall CDR
metrics DH consumers and netizens
sharing of data participants **CDR data**
data and systems ADR data quality
holder and data Data Right consumer data
providers consumers

Technical and Performance
Deviation from technical or industry standards

General Ecosystem
Ease of onboarding for DHs and DRs
Metrics on results of further provision of CDR data to unaccredited entities

Observations
Consumers will not put in effort to use CDR unless compelled to do so
Sharing data with accountants will streamline BAS and tax return interactions
Ongoing cost and time impact is significant on smaller FIs
Embrace the challenge of defining what it is we value and measure that
CDR is an opportunity to lead in the most crucial digital infrastructure for our society
Integrating data from legacy systems is challenging
Sharing legacy integration stories from complex environments will help other participants with planning, support and defect fixing and to maintain compliance
DR Accreditation doesn't matter – Active DR Accreditation should be the top priority

Suggestions
Delegate CTS security profile compliance to OIDF
Sandbox for testing applications to help startups and small-scale testing
Provide more support for Tier 2 and Tier 3 ADIs
Address imbalance between data protection obligation of DHs and CTS breadth
Consider the ability of future generations to access services from verifiable sources
Broader stakeholders should define a tangible and compelling vision for CDR
Be cautious about damaging consumer trust when publicising technical issues
Revisit parts of this survey when more DHs and/or ADRs are active
Can't emphasise enough the importance of a stringent accurate DH barrier to entry
Openness is important for adoption, I hope more public metrics will be provided