

Consumer Authentication

Optimizing User experience, Minimizing Risk, Controlling Cost

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Achieve Greater Customer Retention by Mastering Omnichannel



Customers smoothly switch between channels and devices prevents communication breakdown helps realise engagement goals.





Building Trust with Better Authentication

Complex for users, lots of technology choices, and existential threats. Unpick with the right mix of UX, Cost, and Security.

User Behaviors

- Security gets in the way of doing what we want to do.
- Lack of understanding and fear of technology and online threats
- Access services anywhere at anytime.

Impact

- Financial losses and data breach
- Brand damage, litigation and regulator action.
- Abandonment and disengagement

Solution

- Technology decisions using RAISE Framework.
- Balance risk and return on Investment.
- Liability and customer service.



Why use mobile channel for Authentication?

Proven Security

Securing mobile communications for over 30 years. Trusted by 900+ MNO's & 5 Billion Subscribers

Scalable and Easy

Multiple methods which users understand. Proven impact on reducing fraud and lowering cost.





Ready-to-go, future-proof verification at scale

Wide range of authentication methods though a single integration point

Best-in-class SMS

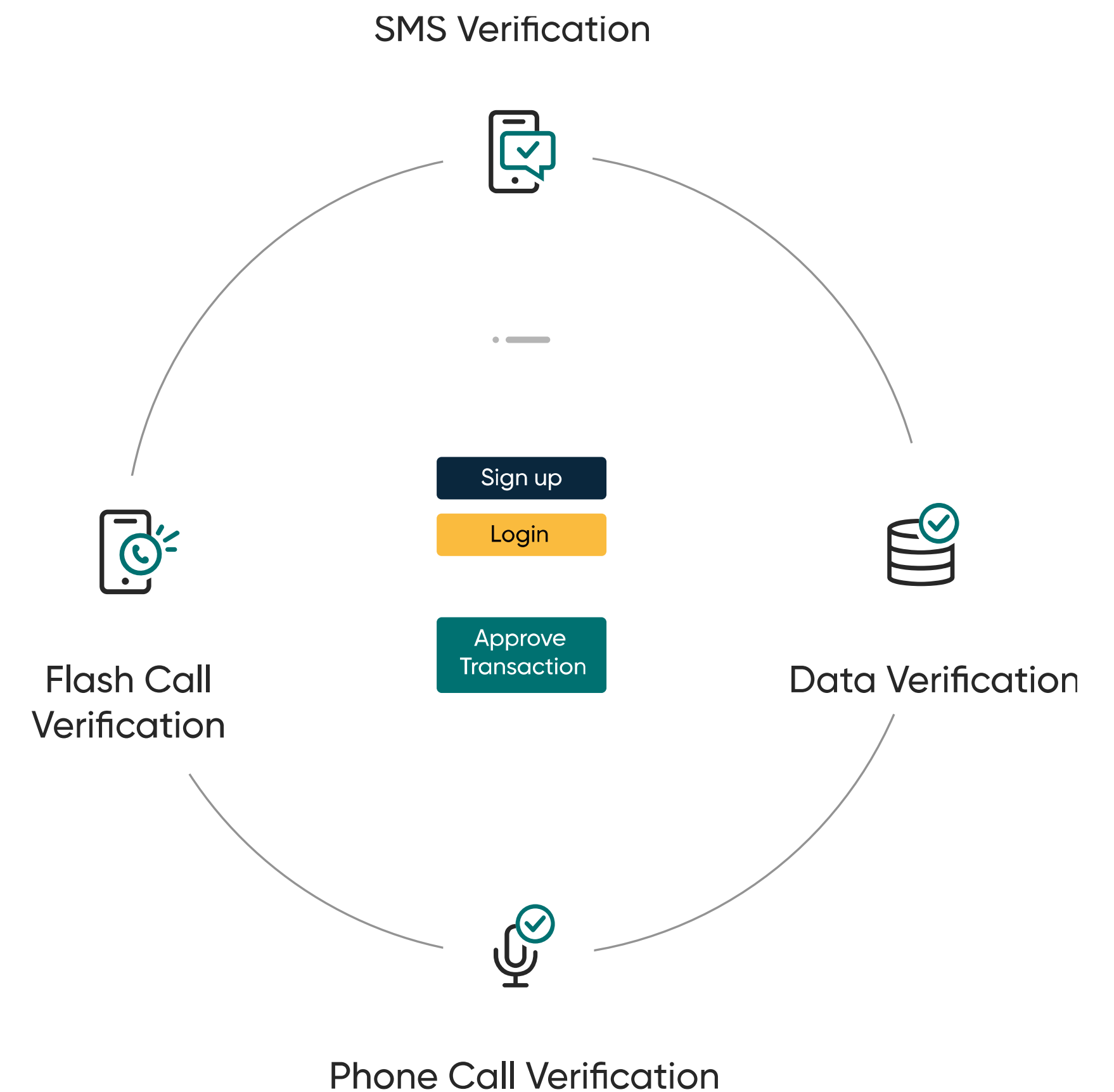
Verification with unmatched direct connection coverage

Market-leading Flash Call Verification enabling significant savings

Data Verification (Open Beta) with top-notch security and UX

Phone Call Verification for mobile and landline numbers for improved accessibility and digital inclusion

Unified Verification (Closed Beta) - a one-of-a-kind solution with intelligent fallback management





The Mobile Authentication market is growing at a CAGR of 25%. SMS One-Time Passwords (OTPs) have been the de facto 2FA delivery mechanism since time immemorial. The password problem is real and only 10% of Enterprises actually use 2FA. So, what's going on? 