



## SOLUTION BRIEF

# Banking on trust

## Telesign for FinTech and Financial Services

Trust is an asset. It's a critical factor behind who your customers choose to do business with. Telesign helps you build and maintain a trusted experience with your customers.

### A good customer experience is a safe investment

From the explosion of neobanks and crypto exchanges, to the ubiquity of mobile payments and online brokerages, the digital-first financial ecosystem is here to stay. Consumers around the world have become comfortable with digital interactions, and by 2026 more than half of the world's population will bank digitally<sup>2</sup>. But as more consumers take their finances online, fraudsters are zeroing in on their accounts. The digital shift requires financial services to modernize the customer experience without sacrificing user security.

**85%**

of consumers prefer using digital channels to bank.<sup>1</sup>

**8 of 10**

victims of ATO or fraud attacks would leave their financial institution.<sup>1</sup>

## Trust that appreciates

### Minimize fraud and risk

Prevent fake and fraudulent accounts from inflicting financial and reputational harm on your business and customers.

### Prevent churn

Safeguard your customers' accounts and deliver user experiences that drive loyalty and prevent churn.

### Grow and scale

Unlock your global potential with digital identity that scales to support complex market expansion and helps you maintain local compliance with ease.

## Safe and seamless onboarding

### RISK DETECTION

#### Flag and block fake accounts

Layer real-time digital identity and behavioral risk signals into new account and sign-up workflows. Detect fake accounts and prevent fraudsters from causing harm.

### KNOW YOUR CUSTOMER

#### Streamline KYC workflows

Start the KYC process with mobile identity insights. Frictionless and low-cost, fast-track legitimate users while eliminating wasteful checks for high-risk accounts.

## Account integrity that inspires customer loyalty

### AUTHENTICATION

#### Enable MFA for every login

Protect your customers using MFA with flexible possession checks. Choices include using push verification, sending secure OTPs across SMS, Voice, WhatsApp, RCS, or Viber, or delivering a frictionless experience with Silent Verification.

### ACCOUNT TAKEOVER DEFENSE

#### Detect SIM-swap attacks

Unlock critical ATO risk signals and instantly detect if a phone number has been SIM-swapped, ported, or call forwarded. Flag and block suspicious activity to keep your customers and their accounts safe.

## Secure communication for every engagement

### ONE-WAY MESSAGING

#### Deliver alerts and notifications

Send personalized bill reminders, payment confirmations, and balance alerts. Keep your customers informed across every channel, anywhere in the world.

### TWO-WAY MESSAGING

#### Facilitate customer support

Build flexible, interactive, and global experiences into your web and mobile applications. Facilitate conversations and deliver the personalized care that builds meaningful relationships.

*"At Affirm, we have the best algorithms for evaluating financial risk, and Telesign has the best digital identity data to recognize possible fraud."*

