



## SOLUTION BRIEF

# Banking on trust

## TeleSign for FinTech & Financial Services

Trust is an asset. It's the most important factor for 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 & risk

Prevent fake and fraudulent users 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 & scale

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

## Safe & seamless onboarding

### RISK DETECTION

#### Flag and block fake users

Layer real-time digital identity and behavioral risk signals into new account and sign-up workflows. Detect fake accounts and prevent synthetic identities 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 users.

## Account Integrity that inspires customer loyalty

### AUTHENTICATION

#### Enable MFA for every login

Protect your customers MFA with flexible possession checks. Send secure OTPs across SMS, voice, WhatsApp or Viber. Or deliver 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 behavior to keep your customers and their accounts safe.

## Secure communication for every engagement

### ONE-WAY MESSAGING

#### Deliver Alerts & 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.”*



1. Fico: Digital Consumer Banking and Fraud Survey, 2021

2. Juniper Research, Digital Banking: Banking-as-a-Service, Market Transformation & Forecasts 2021-2026