

Safe, simple & secure onboarding

Ready or not, the world is becoming digital-first, and it's happening fast. According to McKinsey, the digitization of customer interactions and internal operations has taken a giant leap forward – three to four years ahead of schedule¹. As consumers flock to online channels, a great digital customer experience is a crucial differentiator. And it all starts with customer onboarding. Effective onboarding is a balancing act. Increased friction results in user abandonment and higher customer acquisition costs, while increased verification keeps your platform free of spam, fake users, and fraudsters.



In 2020, 39 million consumers lost a collective \$43 billion to identity fraud.⁵

The tradeoff between friction and fraud

The biggest hole in your security isn't your code, it's your customers, employees, and the fraudsters impersonating them. In fact, 95% of breaches are due to human error². And the riskiest of accounts are the newest ones – 48% of all fraud value stems from new accounts that are less than a day old³. Fake and fraudulent users are a growing problem. In 2021, fraudulent accounts have increased 70%⁴, which elevates the risk of identity theft, platform spam, and phishing attacks. As digital transformation continues to accelerate, businesses cannot afford to prioritize friction over fraud. By layering in digital identity signals into your onboarding, you can challenge risky users while giving legitimate users a quick and easy onboarding experience.

Stop fraud from the start



Block fake users

Eliminate fake users at the source. Verify user identities using phone verification, digital identity, and intelligence-based fraud risk scoring.



Scale globally

Navigate global expansion with ease. Securely onboard and verify customers in more than 200 countries around the world.



Build customer trust

Establish a safe, seamless user experience from day one. Get to know customers during onboarding to protect their accounts.

Secure onboarding without the friction



Effective onboarding is complex and difficult to get right. Without increasing friction or sacrificing security, you need to offer a seamless user experience. For more than 15 years, Telesign has helped the world's most trusted companies simplify and secure their onboarding workflows. As the industry leader in phone number intelligence, we use billions of digital interactions, mobile signals, and traffic patterns to silently assess the risk of new customers. Simply collect a phone number during sign-up to optimize your onboarding experience.



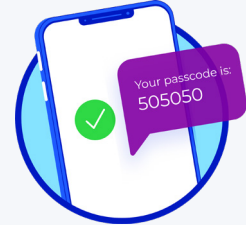
Dynamic risk scoring

Detect risk, block fraud, and keep fraudulent users off your platform. Receive a risk assessment score that recommends the appropriate action of whether to allow or block a user sign-up.



Phone number intelligence

Access phone number and subscriber attributes, analyze traffic for suspicious patterns, and benchmark against a global telecom fraud database for safe, seamless onboarding.



Phone verification

Prevent unauthorized account creation and make sure that your digital community is safe and secure with easy-to-implement one-time passcodes and multi-factor authentication.

Sources:

1. McKinsey
2. IBM
3. Fraud & Payments Reports, Outseer
4. 2021 State of Fraud Report, Arkose Labs
5. 2021 Identity Fraud Study, Javelin Strategy

