

Solution Brief

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—advancing three to four years compared to pre-pandemic expectations¹. 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 accounts, and fraudsters.



In 2023, 2.6 million consumers reported losing a collective \$10.3 billion to identity fraud.²

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, over 80% of breaches are due to human error³. And the riskiest of accounts are the newest ones—new-account fraud reached \$5.3 billion in 2023⁴, with many of these accounts being less than a day old. Fake and fraudulent accounts are a growing problem. In 2023, account takeover fraud losses rose to nearly \$13 billion⁵, increasing 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 accounts

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



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 friction

COLLECT A PHONE NUMBER AT SIGN-UP



ALLOW OR BLOCK REGISTRATION IN REAL-TIME

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 recommendations

Detect risk, block fraud, and keep fraudulent users off your platform. Receive a risk analysis 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 multifactor authentication.

Sources:

1. McKinsey
2. FTC / Experian, 2023 Fraud Report
3. Harvard Business Review, 2023
4. AARP Identity Fraud Report, 2024
5. AARP Identity Fraud Report, 2024

Proximus Global, combining the strengths of Telesign, BICS, and Route Mobile, is transforming the future of communications and digital identity. Together, our solutions fuel innovation across the world's largest companies and emerging brands. Our unrivaled global reach empowers businesses to create engaging experiences with built-in fraud protection across the entire customer lifecycle. Our comprehensive suite of solutions – from our super network for voice, messaging, and data, to 5G and IoT; and from verification and intelligence to CPaaS for personalized omnichannel engagement – enables businesses and communities to thrive. Reaching over 5 billion subscribers, securing more than 180 billion transactions annually, and connecting 1,000+ destinations, we honor our commitment to connect, protect and engage everyone, everywhere.

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