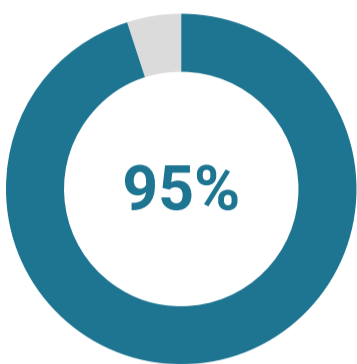


# Better identifying your customers leads to greater trust

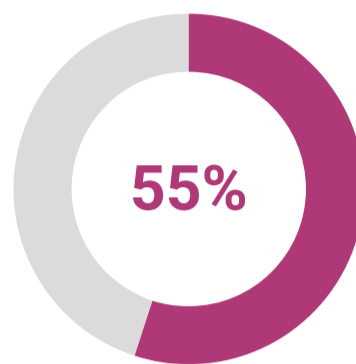


Digital interactions between businesses and consumers are on the rise. The ability to authenticate and recognize customers provides a convenient and secure experience. However, the latest Global ID & Fraud Report shows a significant disparity in perception between businesses and consumers when it comes to recognition

There is a significant global perception gap between business and consumers

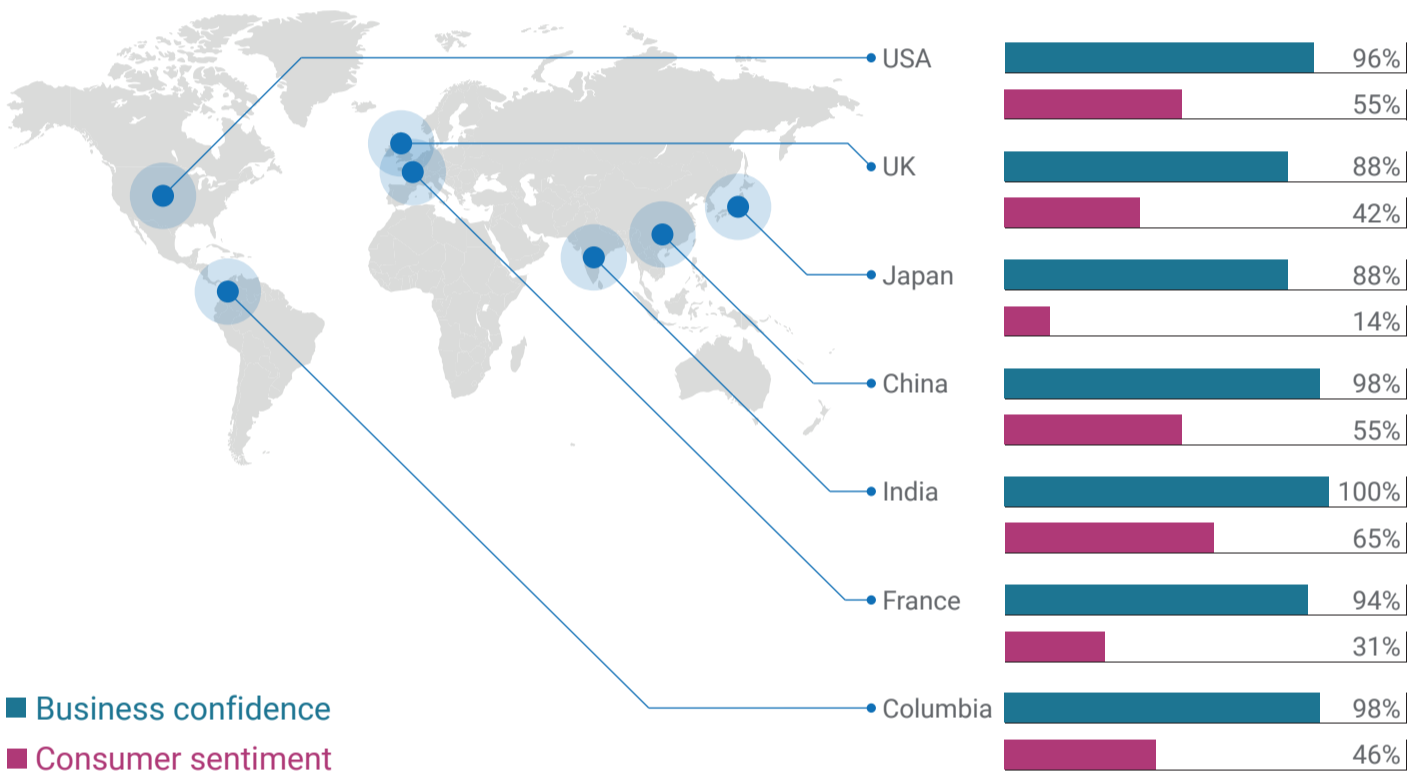


of businesses are confident in their ability to recognize their customer



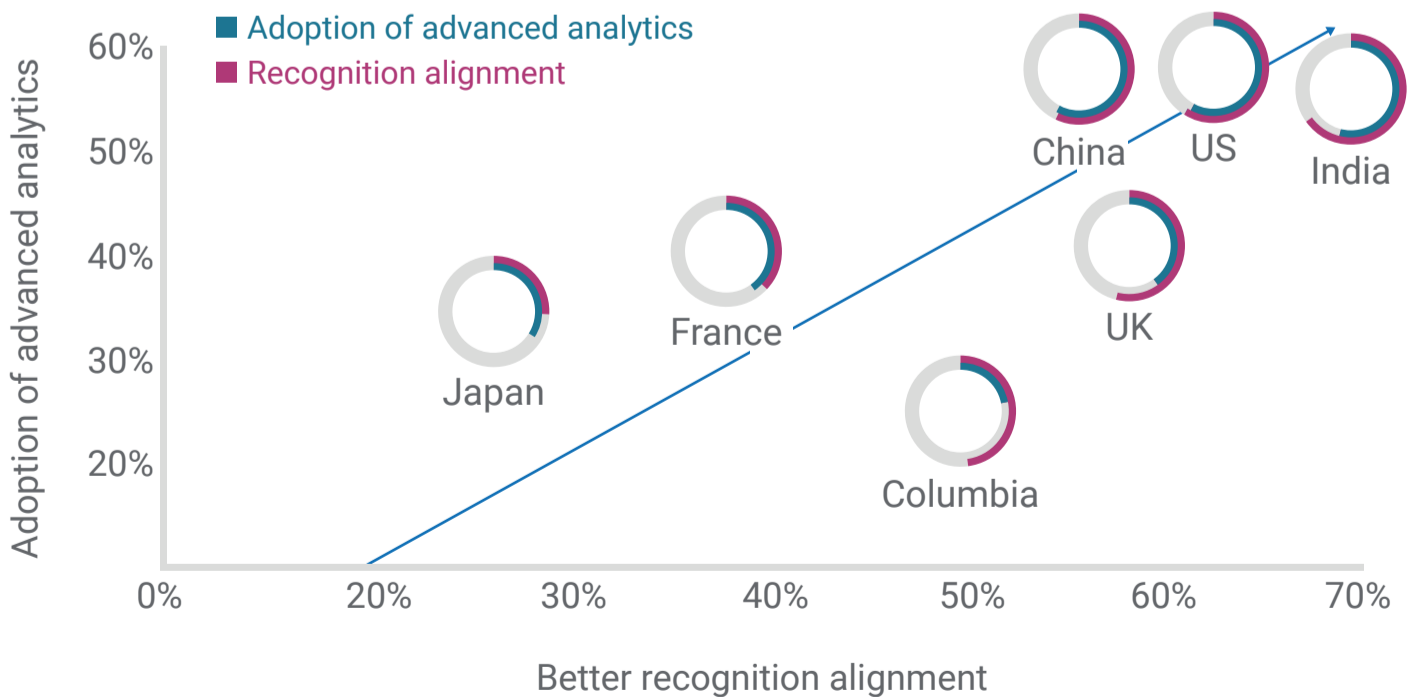
of consumers don't feel recognized by business

This gap is more pronounced in some locations



Prioritizing advanced analytics leads to aligned customer recognition

Where countries apply a hybrid of advanced analytics and machine learning, the perception of recognition between businesses and consumers becomes aligned.



Find more insights about how advanced analytics can help you better identify your customers and increase trust in your business

