

What does it take to build trust online?



The cultivation of trusted relationships online is predicated on the capacity to provide a secure place to bank or buy goods and services with confidence. It may begin with a business's ability to identify its customers and deliver relevant, convenient experiences without increasing their risk exposure by demanding more from the information it already accesses.

70% of consumers would provide even more information to businesses if there was a perceived benefit to them – for security or for convenience

80% of consumers say that the more transparent a business is about using their information, the greater trust they have in that business

74% of consumers are more confident that physical biometrics will protect their information over passwords

61% of consumers across most regions trust banks and insurance companies more than any other type of business to protect their data

Customers expect businesses to recognise who they are and deliver a relevant online experience. Advanced authentication methods can help businesses better identify their customers and protect their personal information without sacrificing convenience.

Who did we survey?

10,500 consumers

1,000 businesses

21 countries