Identity verification and authentication processes are an essential tool for overall business success

Explore findings from the Identity Trust Transformed Study

Identity Trust Transformed Study examines the current state and challenges of identity verification (IDV) and authentication practices.

The COVID-19 pandemic increased the importance of IDV and authentication processes

Research confirms that organizations are aware of the increase in potential fraud caused by the expansion of online consumer activity and in response are prioritizing the importance of identity management.

64% of respondents said the pandemic increased or significantly increased the importance of their IDV and authentication processes.

IDV processes are essential to creating strong, low-friction customer experience

Survey respondents rated IDV as important to customer relationships, security practices, fraud prevention, and brand reputation.

71% of survey respondents say they have seen their company’s prioritization of customer experience increase since the pandemic.

Investing in your IDV solutions can build trust, improve customer experience and increase revenue.

For the complete global study findings visit risk.lexisnexis.com/IdentityTrustTransformed.

Source: A commissioned study conducted by Forrester Consulting on behalf of LexisNexis Risk Solutions, March 2021

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