

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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