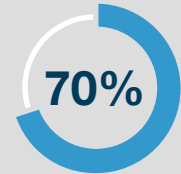


Improve Omnichannel Authentication And Fraud Prevention

DEMAND FOR DIGITAL AUTHENTICATION SKYROCKETS

US companies where customer authentication increased 10% or more in two years, using:



Mobile applications



Websites



Phone

CROSS-CHANNEL FRAUD POSES THE BIGGEST THREAT

On average, **77%** of US companies are nearly or fully optimized to prevent fraud in any one channel.



Only 65% of US companies are nearly or fully optimized to prevent fraud across channels.

OMNICHANNEL AUTHENTICATION PROTECTS YOUR COMPANY

87% of US companies agree that authenticating customers across channels is increasingly critical to fraud prevention.

BIOMETRICS: KEY TO MODERN AUTHENTICATION AND FRAUD PREVENTION

US companies using biometrics cross-channel are:

11% less likely to say they don't have the tools they need.

12% less likely to say they can't keep up with fraudsters.

15% more likely to have a mature cross-channel fraud prevention strategy.



Read the full study

Methodology: To create this profile, Forrester Consulting leveraged existing research from Forrester's security and risk research group. We supplemented this research with custom survey questions asked of 103 North American fraud and authentication decision makers, as part of a global study of 561 decision makers in total. The custom survey began and was completed in April 2019.

Source: A commissioned study conducted by Forrester Consulting on behalf of Nuance, April 2019

Base: 103 executives with responsibility for fraud prevention and customer authentication at North American enterprise companies