

95% of businesses say they can identify customers digitally, yet more than half of consumers don't feel recognised online



Our fourth annual Global Identity & Fraud Report is based on input from over **6,500** consumers and **650** businesses worldwide



Over half of businesses are prioritising improvements to targeted products and offers by collecting more personal information



But **74%** of consumers say security is still the most important factor when deciding to engage with a business



95% of businesses claim to be confident in their ability to identify and re-recognise their customers



Over half of consumers say they still don't feel recognised



3 in 5 businesses say fraud has increased in the past 12 months



81% of consumers view physical biometrics as the more secure form of identity verification



88% of consumers want more control over the use of their data

Customer-centricity needs to go beyond personalisation

Achieve customer-centricity by understanding and addressing consumers' top priority – security

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