



Hear from your peers:

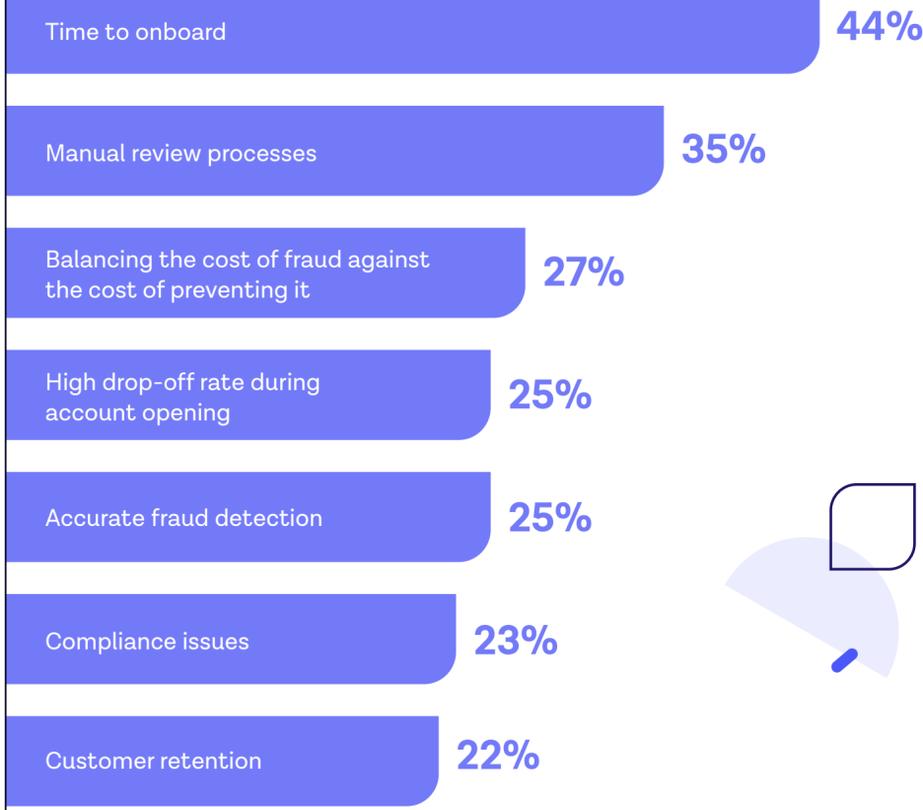
Executive insights into digital identity

Digital identity is key to every online business-to-customer interaction. Gatepoint Research surveyed more than **200 US executives*** to find out how they are approaching the challenge.

Onboarding approaches

Executives are balancing multiple objectives of their onboarding process, ranging from fraud prevention, experience and overheads. This creates challenges ...

Most common onboarding challenges



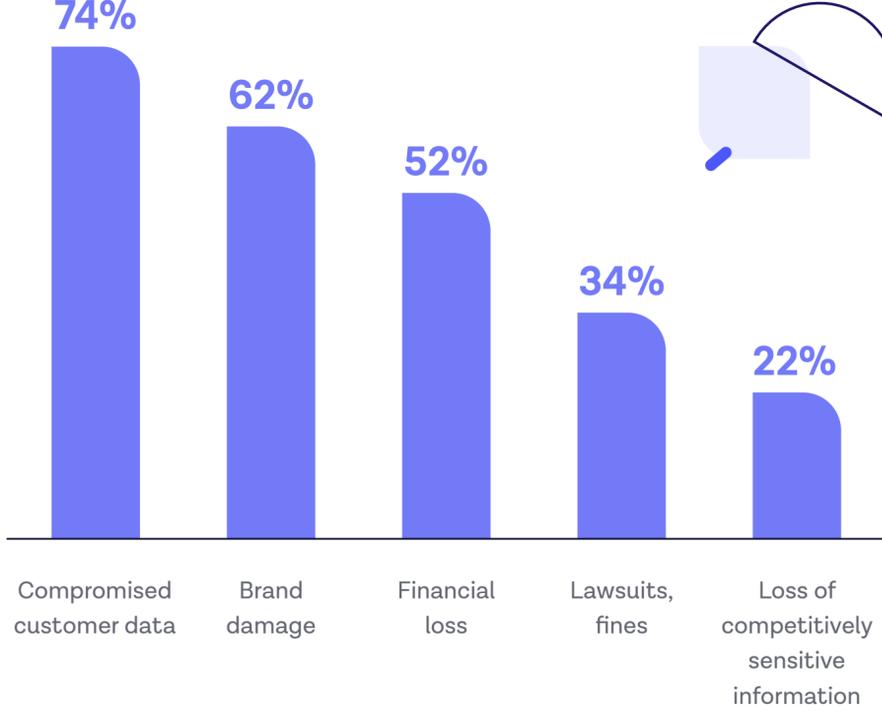
But despite these concerns, less than half have active initiatives around **customer identity verification**.



Security concerns

Executives are primarily concerned with security breaches resulting in compromised customer data and brand damage.

Most common security breach concerns



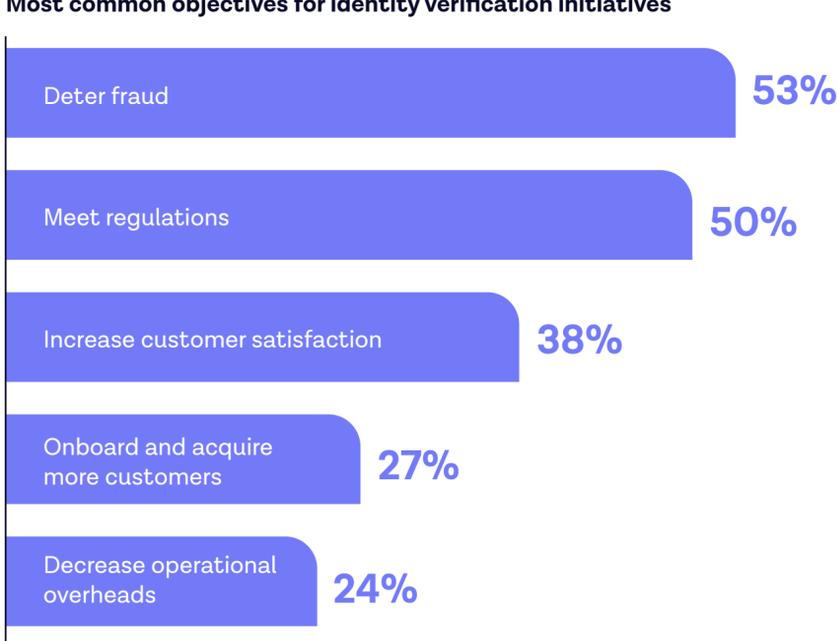
But **1 in 3** don't feel prepared to maintain security as their business grows.



Identity verification objectives

Active identity verification initiatives are most commonly focused on fraud prevention and regulatory requirements, with customer experience and process efficiency trailing.

Most common objectives for identity verification initiatives



How can Onfido help?

Executives are faced with balancing security with the growing demands of customer experience. At Onfido, we provide document and biometric verification that makes trust simple. According to Forrester's Total Economic Impact Report™, we deliver 261% ROI by:

- 26%** increase in customer acquisition
- 27%** increase in fraud detected
- 30%** decrease in time spent onboarding

Research conducted by



Sponsored by



[Read the full report to learn how](#)

*Management levels represented:

- 6% CxO
- 30% VP
- 30% Director
- 12% Senior Manager
- 17% Manager
- 5% Product Owner

Survey participants represent organizations from a wide variety of industries, primarily including Banking & Insurance (53%), as well as Lending & Brokerage, Retail, Software, Transaction Processing, Lodging & Resorts, Electronics, Hospitality, Broadcasting, Media & Entertainment, and other Business Services.