

MOBILE IDENTITY – THE NEW DNA OF TRUST

For generations X and Y, the mobile has become the link between their human and digital identity

TRUST MATTERS

Over half of all consumers value trust as the most important driver of choice in choosing a financial services provider.

CONSUMERS WANT GREATER SECURITY

Despite this level of trust, less than half are satisfied with their institution's security performance – and more than a third have experienced identity theft.

SECURITY IS ON THE AGENDA

Sixty-two per cent of financial services executives agree they're not investing enough in identity and security – and 87% are planning to do something about it.

CONSUMERS ARE READY

Up to 2 in 3 people find mobile identity appealing, and up to 1 in 2 are even prepared to pay for it.

TRUST EQUALS PRIVILEGE

One in five consumers would share their DNA to help secure financial and personal information. This puts financial institutions in a place of privilege.

ARE INSTITUTIONS TO BLAME?

Forty per cent of victims believe it was the institutions' fault, and 65% of them are likely to defect as a result.

MOBILITY IS KEY

With mobiles now the main access device for financial services, more secure mobile-based identity is key to cementing greater trust with generations X and Y.



IT'S HOW WE CONNECT

