



Finding the Right Balance Between Security and Customer Experience



Customers want online interactions to be seamless. Businesses need online transactions to be secure. To succeed, brands must be able to deliver on both of these requirements, but when they're in tension, which should you prioritize?

In an increasingly digital world, bad actors are everywhere, and fraud is rife. Robust security doesn't just protect your bottom line, it creates a foundation of trust for customer relationships. However, an excessive focus on security can undermine customer experience (CX), adding friction to customer journeys and leading to failed signups and abandoned transactions.

What if you could build security into your customer journeys in a way that reinforces CX, rather than pulling against it? That's where a convergent approach to customer identity comes in—integrating identity proofing, access management and fraud detection into a single, coherent solution.



Advantages

Build Delightful Experiences

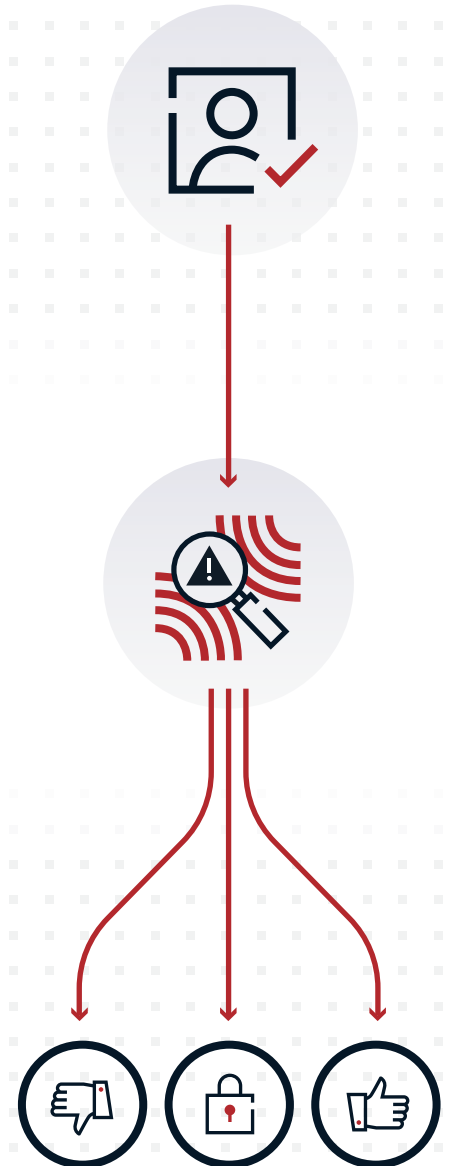
Dissolve friction in customer journeys by replacing roadblock security checks with adaptive authentication. Assess risk levels in real time to create a pervasive yet unobtrusive security layer that doesn't get in the way of what customers want to achieve.

Accelerate Digital Delivery

Build secure, seamless customer journeys faster by eliminating the need for hand-coded integration between identity services. Harness no-code integration platforms to orchestrate components from multiple vendors into coherent, seamless security-enriched workflows.

Prevent and Mitigate Threats

Evaluate signals from a wide range of identity services to detect anomalies in user behavior and identify bad actors from the first moment they visit your website. Lock bots and fraudsters out while treating genuine customers with the trust and respect they deserve.





Use Cases

- **User registration:** streamline onboarding by only asking for the information you need
- **Access management:** use real-time risk assessments to reduce login friction
- **Account recovery:** unlock accounts with confidence
- **Profile management:** build robust customer profiles to enable consistent, multichannel experiences
- **User support:** connect user journeys from online chatbots through to the contact center

The Ping Advantage

Ping takes a different approach to integrating security into digital experiences. We enable the convergence of identity capabilities through the no-code orchestration of best-of-breed services, from fraud checks and identity verification to multi-factor authentication and consent management..

We empower you to design, test and deploy low-friction digital experiences that make security visible only when absolutely necessary—helping to lower abandonment rates and boost revenue, while protecting both your business and your customers from the risk of fraud.

Why Ping?

- Rapid, no-code identity orchestration with drag-and-drop visual flows
- Easy integration of Ping and third-party services with no vendor lock-in
- Low-friction customer journeys with coherent identity management from end to end
- Consistent handling of customer consent and data privacy across applications
- Convergent technologies create pervasive security while minimizing friction

Take Your Next Step

Scan the QR code for a demo of PingOne for Customers



Or visit [our website](#) to learn more

If you're ready to talk about how PingOne for Customers could help your organization find the right balance between security and UX, reach out to us at sales@pingidentity.com

