

Trust by association

Why you need to rethink your approach to SMS

Just receiving a scam message claiming to be from your company is enough for 52% of consumers based in APAC regions to lose trust in your organization (regardless of any real association with the message).



Online fraud is more than just a security concern, it's your reputation that's on the line.



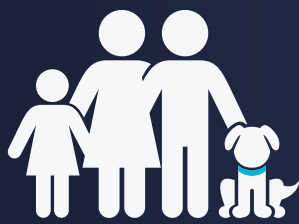
How did we get here?



More than 4 in 5 of consumers globally have received a fraudulent message.



On average they receive 1133 messages a year. That's the equivalent of 3 a day!



And, in APAC alone 28% report receiving more messages from fraudsters than their friends and family... **it's no wonder that it's affecting consumer trust.**



Why it affects you



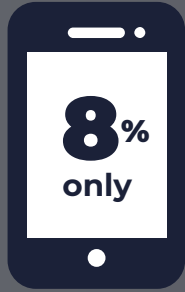
of consumers in APAC regions have been a victim of SMS fraud or scam at some point in their lives



say they have stopped using the company whose name the fraudster used to execute the scam

Combine this with the rise in online scams and the 45% drop in trust and you are on track for some serious customer churn if we don't put an end to this.

Are you using the right digital channels?



Only 8% of consumers consider SMS to be a safe way to communicate with your company



57% say their trust in the channel has decreased in the last few months



Why?

Because fraudsters are using the same channels to target your customers as you are to authenticate them.

What can you do?



Nearly half of APAC consumers think identity is the problem and that people should prove who they are when signing up to use a platform to stop scammers

That's where we come in.

It's taken a lot of work to build trust with your customers.

We'll help you keep it.