

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 40% of consumers based in Hong Kong 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.

Block



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!



69% of Hong Kong consumers admit they don't report fraudulent messages and will be more likely to stop using a company or service.



Why it affects you



42%

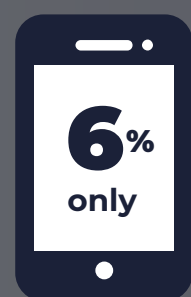
of consumers globally have been a victim of SMS fraud or scam at some point in their lives

45%

said they don't trust the company mimicked in the scam to keep their personal information secure

By proxy, you're taking the blame.

Are you using the right digital channels?



Only 6% of Hong Kong 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?



38%

of 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.