

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 49% of consumers 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.



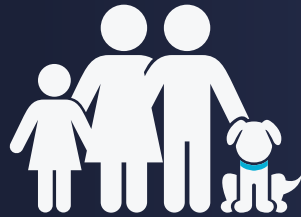
How did we get here?



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, almost a quarter of people in the Middle East (24%) receiving more messages from fraudsters than their friends and family... **it's no wonder that it's affecting consumer trust.**



Why it affects you

57%

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

20%

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 49% 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 11% of consumers in the Middle East consider SMS to be a safe way to communicate with your company



50% say their trust in the channel has decreased just because they have received a scam text message

Why?

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

What can you do?



More than a third 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.