

# Is Your Authentication Strategy 5G Ready?

With more than half of internet traffic coming from mobile devices, the mobile world has changed consumer expectations. Users want more speed, greater reliability and stronger data protection.

As phones become 5G ready, your authentication strategy needs to evolve with the five “G”s of mobile security.



## Guard Against Fraud

Fraud is growing more sophisticated every day, and legacy approaches can't stand up to this global threat.

**56%**

increase in mobile device fraud attacks year-over-year<sup>1</sup>

**73K+**

devices were identified and associated with a fraudulent event in a single month<sup>2</sup>



## Get a Game Plan Together

Multi-factor authentication is not one-size-fits-all. A multi-layered approach is integral to a smart game plan against fraud.



Tools like one-time passwords help confirm that the phone is in the hands of the right consumer



Customized risk guidelines help balance between friction and protection



## Grow Customer Satisfaction

Consumers want to leverage different channels to interact with their carrier. Accurate phone data helps consumers glide through the authentication process, improving customer satisfaction.

**67%**

of customers prefer online self-service over speaking to a company representative<sup>3</sup>

**86%**

of buyers are willing to pay more for a better, more streamlined customer experience<sup>4</sup>



## Gather Accurate Information

Smartphone users in the U.S. have grown considerably — so multiple numbers are now associated with single identities.

**308M**

smartphone users expected in the U.S. by 2024<sup>5</sup>

**15%**

of Americans are “smartphone-only” users — accessing the internet solely with their phone<sup>6</sup>



## Gauge Levels of Risk

Identifying risky behavior can help you accelerate the right candidates, while gatekeeping your process from potential fraudsters. You need to know more than just who owns the phone, including:



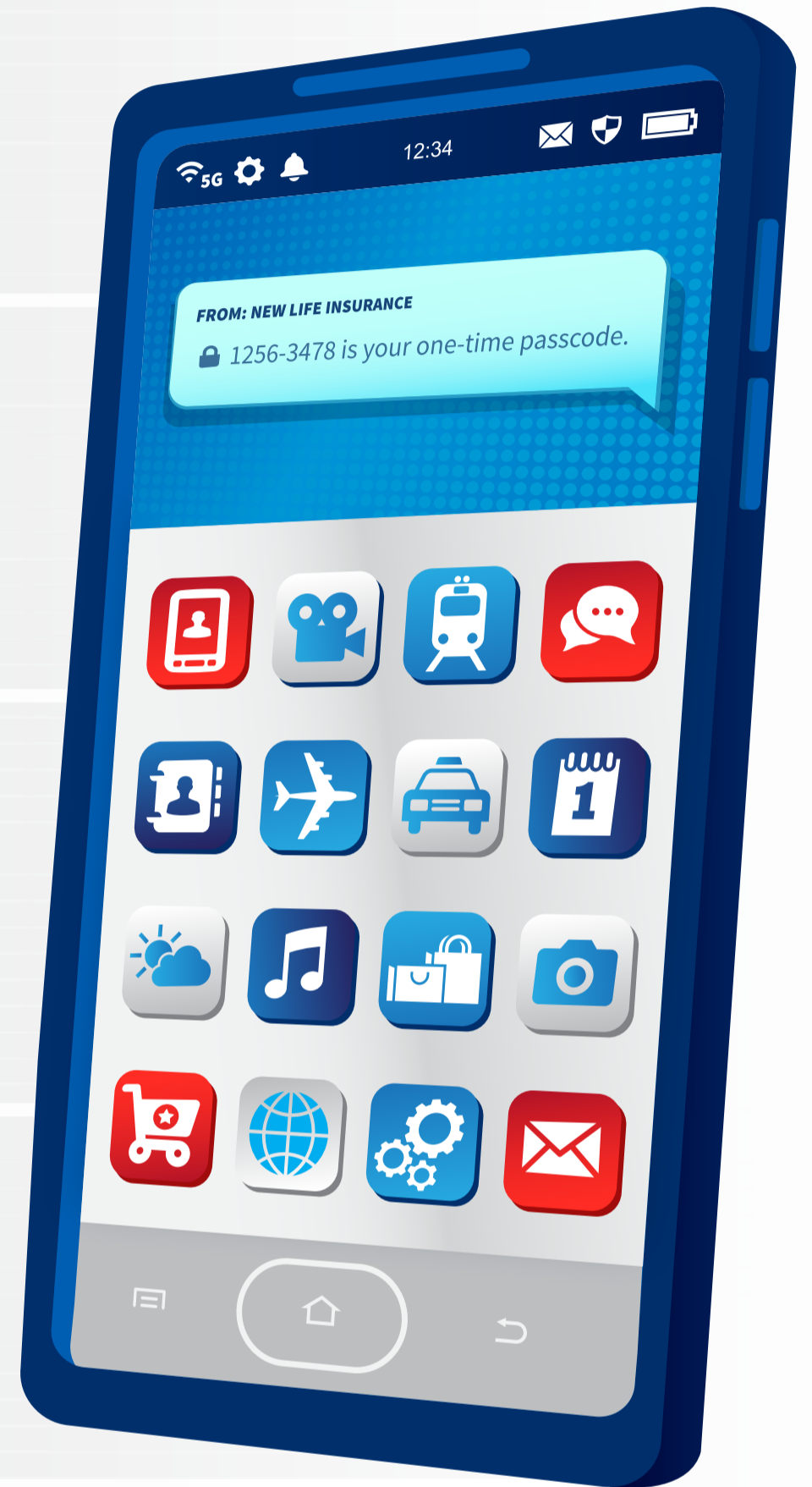
Phone carrier information



Robust metadata



Call forwarding status



Sources:

<sup>1,2</sup> LexisNexis Risk Solutions Cybercrime Report. [Risk.lexisnexis.com/insights-resources/research/cybercrime-report](https://risk.lexisnexis.com/insights-resources/research/cybercrime-report)

<sup>3,4</sup> Superoffice.com/blog/customer-experience-statistics/

<sup>5</sup> Statista.com/statistics/201182/forecast-of-smartphone-users-in-the-us/

<sup>6</sup> Pewresearch.org/internet/fact-sheet/mobile/

As “mobile-first” expectations increase and fraudsters try to gain an edge, insurance carriers need to focus on improving the customer experience while also preventing fraud.

**LexisNexis® Phone Finder and LexisNexis® One Time Password are tools that can help you be ready for the 5G generation.**

By leveraging a more sophisticated, multi-layered approach to risk management, you can help mitigate risk and optimize the customer experience at the same time.

For more information, call 800.458.9197 or email [insurance.sales@lexisnexis.com](mailto:insurance.sales@lexisnexis.com).

The Phone Finder and One-Time Password services are not provided by “consumer reporting agencies,” as that term is defined in the Fair Credit Reporting Act (15 U.S.C. § 1681, et seq.) (“FCRA”) and do not constitute “consumer reports,” as that term is defined in the FCRA. Accordingly, the Phone Finder and One-Time Password services may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another purpose in connection with which a consumer report may be used under the FCRA. Due to the nature of the origin of public record information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified. LexisNexis, Lexis, Nexis and the Knowledge Burst logo are registered trademarks of Reed Elsevier Properties Inc., used under license. NXR14865-00-0421-EN-US