

Seamless and Secure

Give your customers the experience they deserve

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**Interactive Survey – please visit menti.com on your
mobile and enter the code 24 58 39 7**

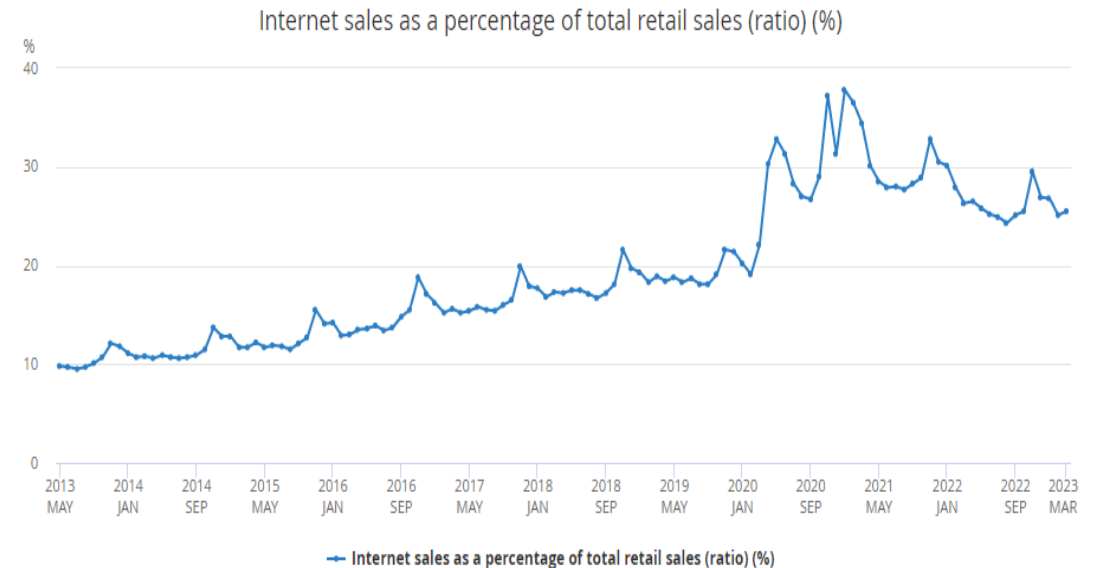
About me

- Co-founder of ProofID in 2014
- IAM Integrator and managed service provider across UK, Europe and US
- 20+ years identity experience as technical consultant, project manager and exec
- 8th Identiverse!
- See also: running, home-brew and Tottenham Hotspur



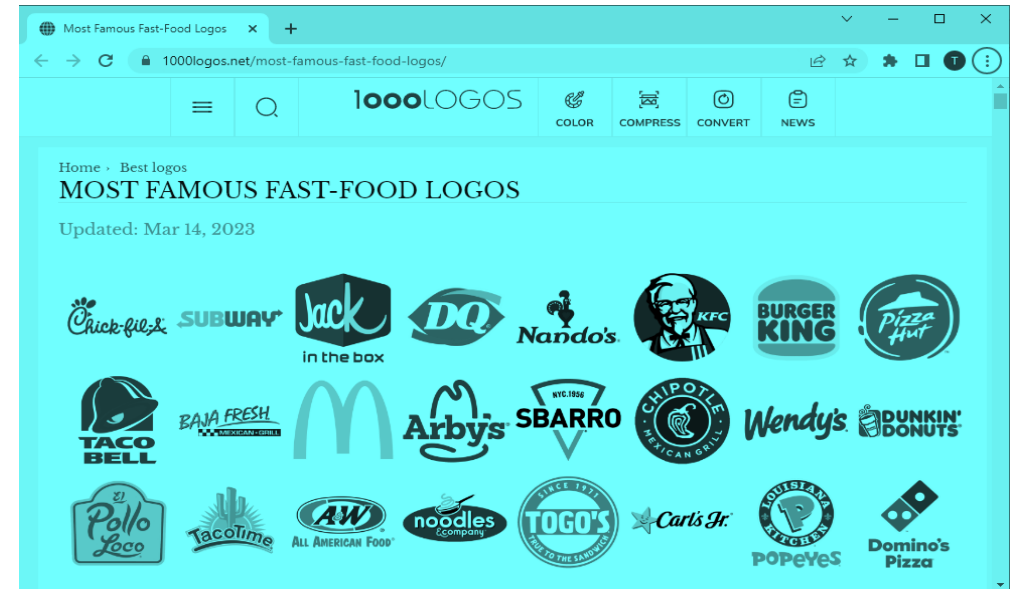
The growth in online commerce

- Online commerce continues to grow year on year
- Reversion to the mean post Covid but the growth trend continues
- In the UK online sales represent over 25% of all retail sales
- Pandemic & recession have driven business away from bricks & mortar to online



Competing is different online...

The High Street....



Online...

Registration and authentication is your front door!

What do customers want online?

- **Easy** – a familiar method that is intuitive and straightforward to complete
 - **Seamless** – consistent experience and look/feel across a website
 - **Frictionless** – no annoyances!
 - **Trustworthy** – it feels secure; it feels like they care about my data
-
- **Great products and content** – (that's a difference conference...)



What do customers want expect online?

30%

of customers loyal to a brand would stop doing business with them after one bad experience

PwC

70%

of shopping carts are abandoned before they reach checkout

nShift

90%

of customers would rather leave a site than go through a 'traditional' registration system

Crazy Egg

42%

of customers have abandoned an account application due to friction

Liminal

The importance of first contact

- Registration is first point of contact with a potential customer. *A bad experience means a lost customer and lost revenue*
- Registration and authentication experiences say something about your brand:

Well designed forms
Minimal friction

Collecting minimal
required data

Seamless and
consistent experience

Familiar experience
Look and feel

Appropriate security

Giving customers what they want...

Easy

- Familiar processes e.g. register via social
- Works consistently and in the best way for all devices
- Clear guidance

Seamless

- Consistent branding across registration & authentication forms and main website
- Unified experience

Frictionless

- No unnecessary screens or clicks
- No unnecessary security steps
- MFA when needed
- Alternative options

Trustworthy

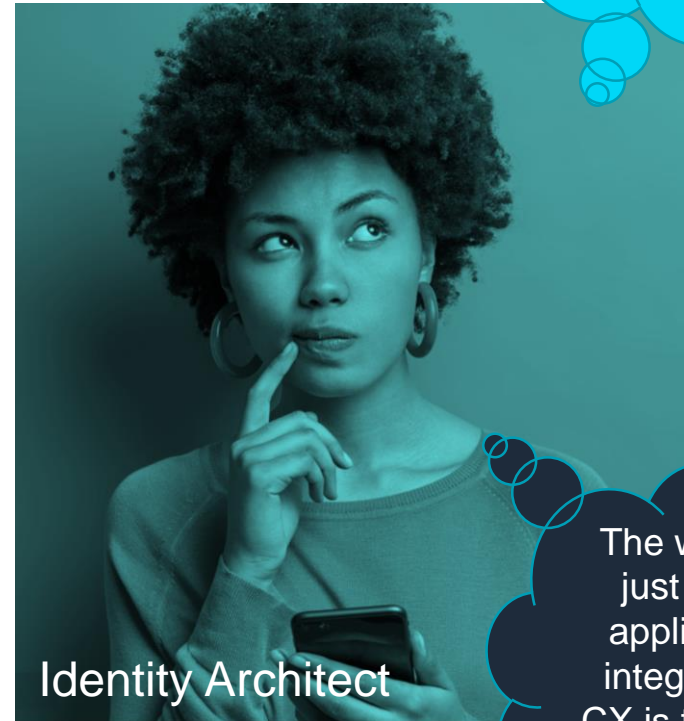
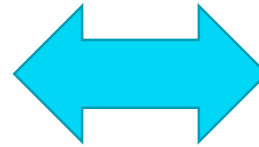
- Minimum required data collected
- Consent
- Quality text and localisation
- Appropriate level of security

Easy to say...harder to achieve!

Seamless personalised experience!
Collect as much data as possible!



I own the website.
Authentication and registration are not my domain

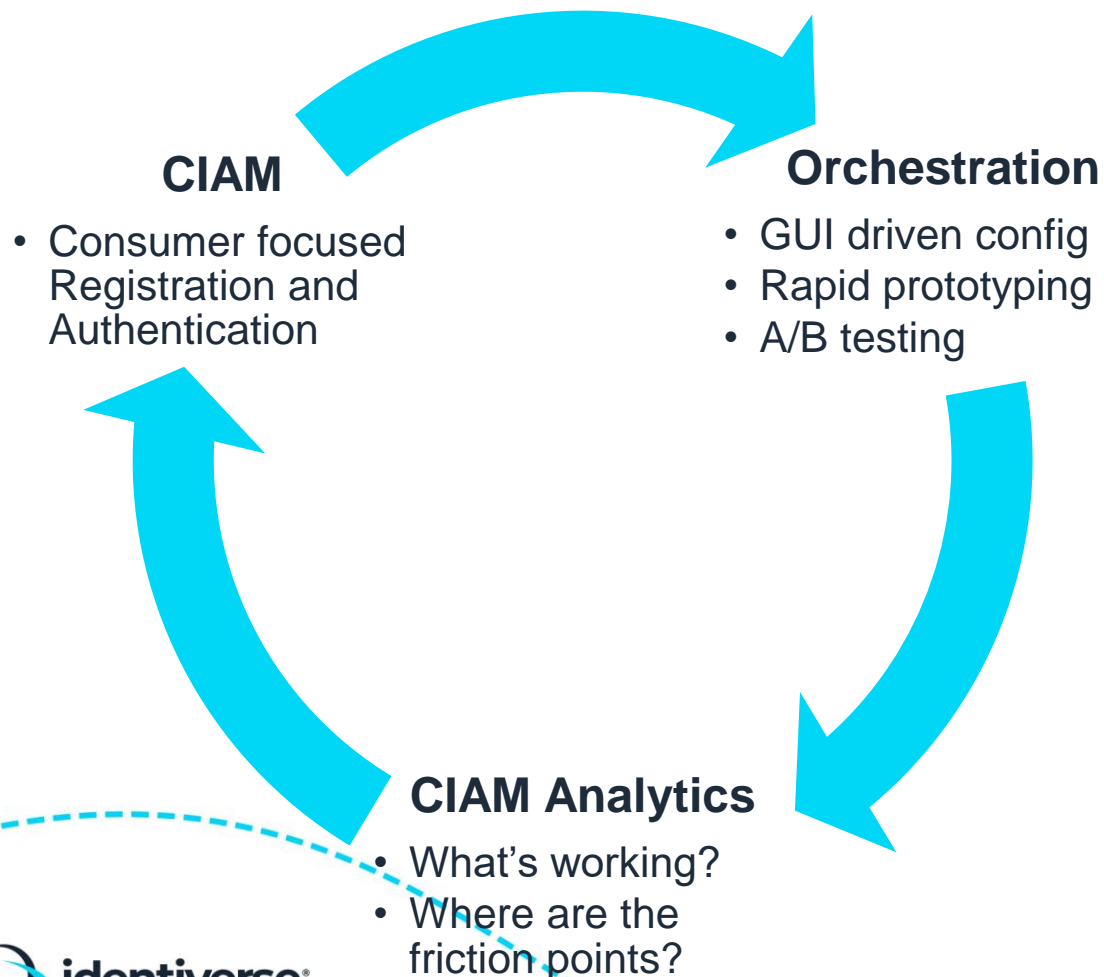


Must be secure!
MFA every time!
What about GDPR?

The website is just another application to integrate with!
CX is the CMO's problem!

Recipe for Success

Recipe for Success



CIAM (Customer Identity and Access Management)

- IAM tooling optimised for customer use cases
 - Typically SaaS
- Built-in registration and authentication flows
- Modern authentication options (e.g. passwordless)
- API driven allowing website integration and branding
- Separate from the website
- Run by the identity team
- Limited analytics out of the box

Recipe for Success

CIAM

- Consumer focused Registration and Authentication

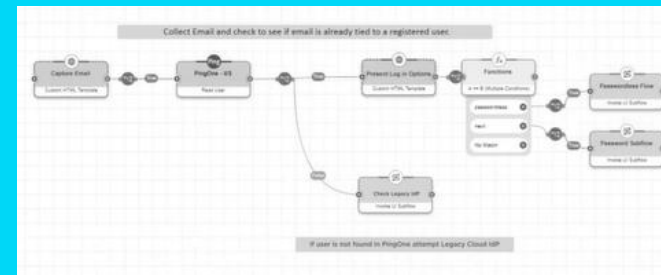
Orchestration

- GUI driven config
- Rapid prototyping
- A/B testing

CIAM Analytics

- What's working?
- Where are the friction points?

Identity Orchestration



- GUI driven approach to CIAM solution development and deployment
 - 'Flow chart' approach
 - API driven
 - Cross-vendor
 - Integrate non-identity workflows
 - Rapid deployment
 - A/B testing for IAM
 - Easy integration with analytics tooling

Recipe for Success

CIAM

- Consumer focused Registration and Authentication

Orchestration

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CIAM Analytics

- What's working?
- Where are the friction points?

CIAM Analytics



- Analytics for flow through CIAM use cases
- Capture ingress and egress data for all CX interaction and data collection points
- Identify friction, blockage and abandonment points
- Analyse data by geolocation, device, browser etc.
- Provide analytics on A/B test paths to identify optimal approach

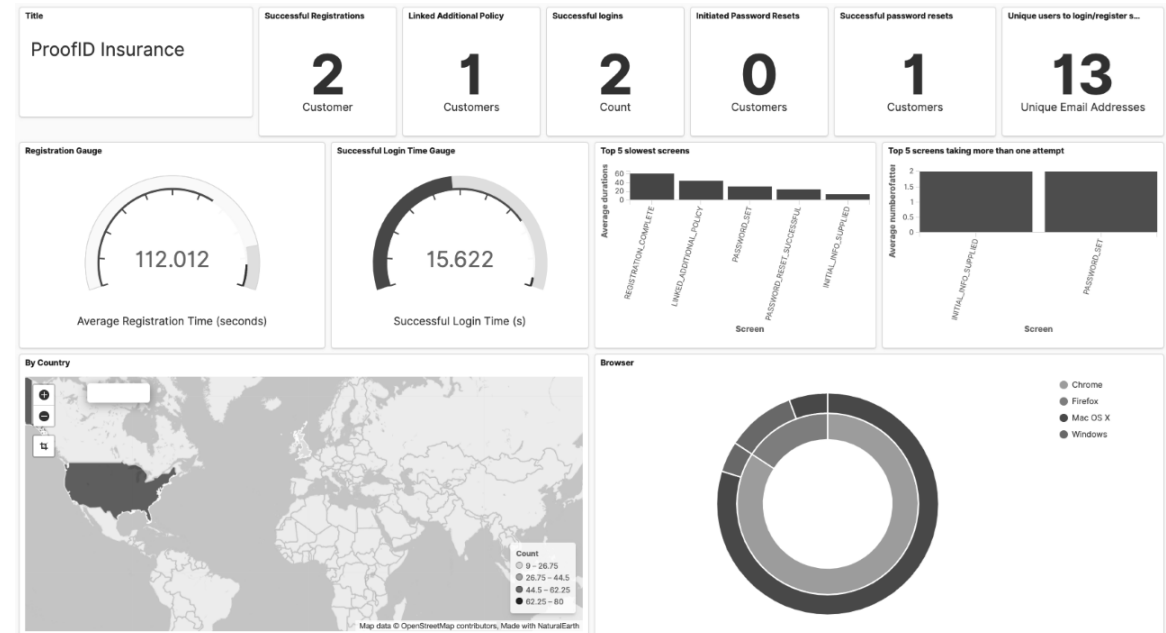
How we built our CIAM dashboard

- **OpenSearch** to store user journey events: start of journey, username submission, credential submission etc.
- **OpenSearch dashboards** for data visualisation
- Generate unique transaction ID for each user journey
- Inserted API calls into each user journey screen to record journey progress and status collecting:
 - Start timestamp
 - Screen name/journey point
 - Client IP to allow geo-lookup
 - Browser user agent



How we built our CIAM dashboard

1. Identify which screens take the **longest to complete**
2. Which screens take **multiple attempts** to complete
3. Where are **common abandonment points**
4. **Correlation** between events, geo-location and device
5. Identification and analysis of **trends**



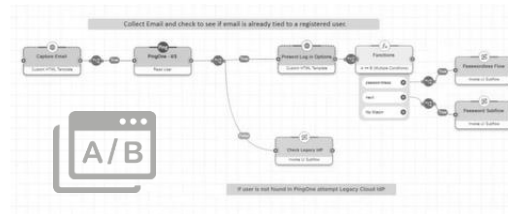
Optimisation Examples

Analytics



High abandonment rate identified on initial registration form – requesting too much information?

CIAM Orchestration



Rapidly design an alternate A/B flow with fewer fields and deploy

Analytics



Identify optimal number of fields to minimize abandonment; promote this path

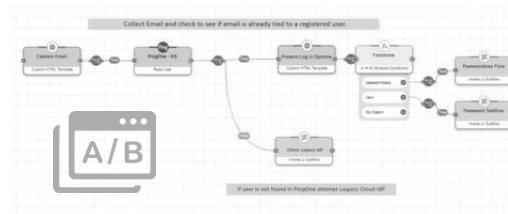
Optimisation Examples

Analytics



High form error and retry rate in France region

CIAM Orchestration



Rapidly design an alternate A/B flow with alternative improved translations

Analytics



Identify optimal translation; promote this path

Optimisation Examples

Analytics



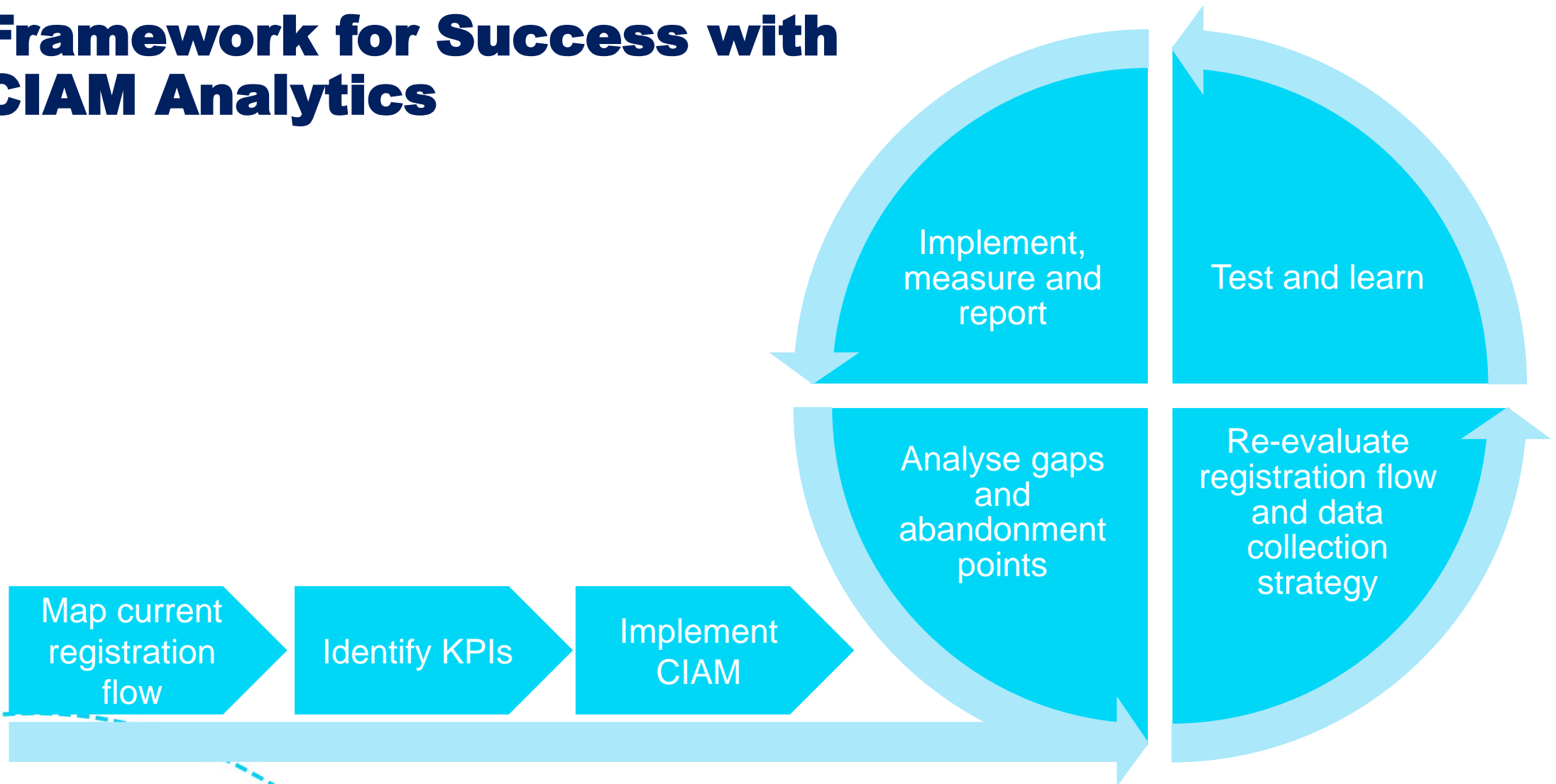
High failure rate for Identity Verification (ID scan) on Android mobile devices

Escalate to Vendor



Escalate IDV product defect with IDV Vendor for resolution

Framework for Success with CIAM Analytics



Key Takeaways

Identity teams
control brands'
'front door'

Identity architects
and CMOs don't
speak the same
language!

CIAM +
orchestration +
analytics will put
you on the same
page

Identity teams now
have a key role in
driving top line
revenue!



THANK YOU!