



Pairing next-level mobile security with a frictionless user experience for 14.5 million auto financing customers

Client:

Finance division of a global automotive brand

Business Objective:

Enhance the security, speed, and convenience of car finance processes and transactions, independent of the user's personal device capabilities or limitations

Solution:

Secure, on-device biometric matching, backed by a flexible, scalable cross-channel, multi-factor identity platform

The Challenge

Security and customer convenience are both paramount for a leading auto financing brand that had sought expedited customer service, faster approval of car loans and other transactions, and a better mobile login experience for its millions of account holders. Acknowledging the inherently poor security and usability of any password- or knowledge-based authentication system, the brand chose biometrics as its preferred authentication mechanism, but quickly discovered that not all biometric systems are created equal.

In particular, reliance on the native device biometrics found in higher-end smartphones (e.g., Apple's FaceID) presented a substantial security problem, namely that anyone with the device password could simply reset the "reference biometrics" stored in the phone to match his or her own face. Lacking liveness and non-repudiation, native device biometrics, they learned, were ultimately providing the same lackluster security as a password-based system.

The Response

With security top of mind, the brand quickly determined a platform-based approach to biometric authentication was the only acceptable option. A platform would not only improve on the security of the biometric options offered by native devices, but it could offer an array of additional authentication factors (tokens, certificates, etc.) available today as well as new biometric factors that might emerge in time—a key consideration for futureproofing this investment in the context of an ongoing digital transformation. In addition, the brand's stakeholders required the platform to be highly scalable, with proven, robust performance for tens of millions of users and thousands of concurrent transactions per second.

*"We have to strike
a right balance
between operating
within a regulated
bank, and bringing
in innovation."*

- Brand's Chief Information Officer

A final requirement involved the customer experience, and the brand's desire to support cross-channel journeys that could seamlessly traverse mobile and web apps, the contact center, and even retail points (such as car dealerships). Though its initial project scope would focus on mobile and web, the brand realized its long-term strategy would necessitate a seamless, consistent experience across all channels, lines of business, and milestones across the customer identity life cycle.

After a thorough vendor assessment, the brand chose Daon, the most trusted name in biometric identity assurance for over two decades, and its award-winning IdentityX® platform to bring next-level mobile security and a frictionless customer experience to its millions of users, while providing the strategic building blocks for future expansion into the contact center and beyond.

The Benefits

Daon's platform exceeded the brand's expectations on all fronts, providing expedited customer service, faster approval of car loans and other transactions, and a best-in-class mobile login experience for its millions of account holders—with the highest levels of security; because all biometric matching is done locally, the data never leaves a user's personal device, mitigating the risk of data theft while in transit or at rest in a commercial database.

Moreover, having succeeded in the initial use case, the brand was convinced of the operational efficiencies and user experience benefits of extending the platform to other channels, beginning with the contact center. Rather than assemble a series of point solutions, the brand would simply repurpose IdentityX, accumulate new business benefits, and achieve instant ROI.

User satisfaction, as measured by adoption rates, has been consistently high since the IdentityX platform's deployment, and the brand anticipates more than 14.5 million users of the platform by the end of 2020. In 2021, a new biometric digital transformation initiative could extend the platform to over 20 million users.

Having now worked with Daon since 2015, the brand remains a fierce advocate and active customer reference for the company.

BENEFITS AT A GLANCE: IDENTITYX FOR AUTO FINANCING

- Platform-based biometric approach delivers fast, frictionless, and highly secure mobile login for auto financing customers, at scale, for expedited customer service and faster approval of car loans and other transactions
- Operational efficiencies and user experience improvements drive higher ROI and faster time to value
- Cross-channel readiness enables easy expansion into the contact center and other channels, and across additional business lines and use cases, for accrued ROI and operational efficiencies
- Flexibility of the platform futureproofs the brand's investment and allows users to choose their own biometric factors and guide their own authentication journeys in the future

For more information on Daon's IdentityX platform and strong multi-factor authentication for auto financing applications, visit www.daon.com