DEFY GRAVITY

Insurance is about people and a sense of security. But when business goes digital, those things can be up in the air.

First, toss this about. Your insurance company’s digital business has to be secure. Now toss in this. Strict security can frustrate your customers, leading to slow digital growth and low adoption. The trick is to provide trust and security while delivering an inviting digital user experience at the same time. Or they both can come crashing down.

Don’t drop the ball
When you provide innovative, secure digital experiences, you have to coordinate security and customer experience right from the start. If authentication is too complex, you risk potential customers abandoning the account creation process. Transparently assessing new account creation risk helps you provide a seamless and secure digital sales experience.

Make it look easy
Juggling can be hard—but it shouldn’t look that way. When your customers sign on, you shouldn’t make them spend too much time or effort proving they are legitimate. Instead, take a layered approach to security, analyzing device, session, network, user behavioral biometrics, user journey and activities across digital channels and applications. Working behind the scenes to build continuous, transparent authentication to your digital user identity can help improve your digital adoption rates.

Engage your audience
As insurance markets go digital, fresh, new acts can catch your customers’ eye. Don’t lose out to innovative digital startups. As you transition, leverage the digital channel to build innovative, personalized digital experiences for new and existing audiences. Build exciting and new digital services with the right user experience and trust.

Don’t get burned
While the audience loves your exciting act, you still need to be safe. Criminals are increasingly targeting insurers to take over accounts and steal money or data. They are finding ways to take advantage of any digital application out there. Protect your customers’ data and investments, and your own reputation. Never let your guard down when it comes to malicious account activity and cyber fraud.

Can your insurance platform do that?
Your customers don’t need to know how you’re juggling without dropping anything. You just need to make sure security and the user experience are the best they can be. With multiple layers of protection, you can build digital trust.

IBM Trusteer can
IBM® Trusteer® helps you achieve a challenging goal—welcoming the right customers in while keeping fraudulent activity out. Trusteer delivers multi-layered identity trust assessment, provides real-time threat intelligence via the cloud, and supports more accurate, actionable insights to help you protect against fraud. As time passes, Trusteer solutions learn and understand your end-user interactions across digital channels to help you both guard against threats from cybercriminals and establish a trusted relationship with users.

Using artificial intelligence (AI), Trusteer works seamlessly in the background to authenticate your customers in a non-intrusive way. By augmenting your security measures with machine learning, consortium data, layers of cognitive fraud detection and analytics, and insights and expertise from Trusteer researchers as well as the IBM X-Force® security research team, Trusteer can transparently determine the legitimacy of digital activities, replacing outdated authentication methods that can be frustrating for customers and costly for your company.