

# Elevate the Customer Experience and Strengthen Security

## ForgeRock Customer Identity and Access Management

The ForgeRock Customer Identity and Access Management solution helps organizations achieve their digital transformation and business growth goals by helping them acquire customers faster, deliver great experiences, and protect their customers.

The customer experience is the beginning, middle, and end of every business success and many business failures. Whether a business operates online, in brick and mortar, or both, digital transformation is the new normal for creating great customer experiences. Companies that have successfully undergone digital transformation have been shown to excel 80% over their non-digital rivals.

However, with every successful digital transformation and excellent customer experience come new challenges, such as mitigating online fraud and complying with data privacy regulations. Online fraud has incurred up to \$42 billion in losses between 2018 to 2020.<sup>1</sup> Complying with data privacy regulations requires a whole new level of digital transformation: two-thirds of large enterprises expect to spend more on achieving and maintaining compliance.<sup>2</sup>

<sup>1</sup> [Fighting fraud: A never-ending battle - PWC Global Economic Crime and Fraud Survey, May 2020](#)

<sup>2</sup> <https://www.idg.com/tools-for-marketers/2019-security-priorities-study/>, as cited in <https://www.csoonline.com/article/3153707/top-cybersecurity-facts-figures-and-statistics.html>

# The Challenges of Acquiring, Keeping, and Protecting Customers

Global organizations can build long-term loyalty and profitability by offering a fully digital, secure, and seamless customer experience. But poor customer experiences are rampant. Millennials are quick to switch services if they have a bad experience. Most, if not all, potential customers dread registering and having to remember another username and password combination. They do not want to provide personal information and get spammed later. When confronted with a long registration form, they abandon the site, especially if the site requires them to register before they can browse through the offerings.

Account lockouts are another problem. If customers only visit a site a few times a year, the website's password expiration policy might require password reset. If the reset flow is broken, customers cannot log back in, even if they want to. Eventually, these unhappy customers will take their business to competitors. Businesses can expect to suffer from lost revenue as a result of these poor processes.

Security and compliance is also a big concern for any organization with customer-facing services. Outdated security controls that fail to protect customer data in the European Union, for example, can end up costing organizations millions of dollars in General Data Protection Regulation (GDPR) fines.

"In April 2020, we introduced BBC Bitesize, a website that provides parents and students with free videos, step-by-step guides, activities, and quizzes by level and subject. We relaunched the service within weeks and saw three million people use the service on launch day, with zero downtime."

**Matt Grest,**  
Director of Platform for the BBC

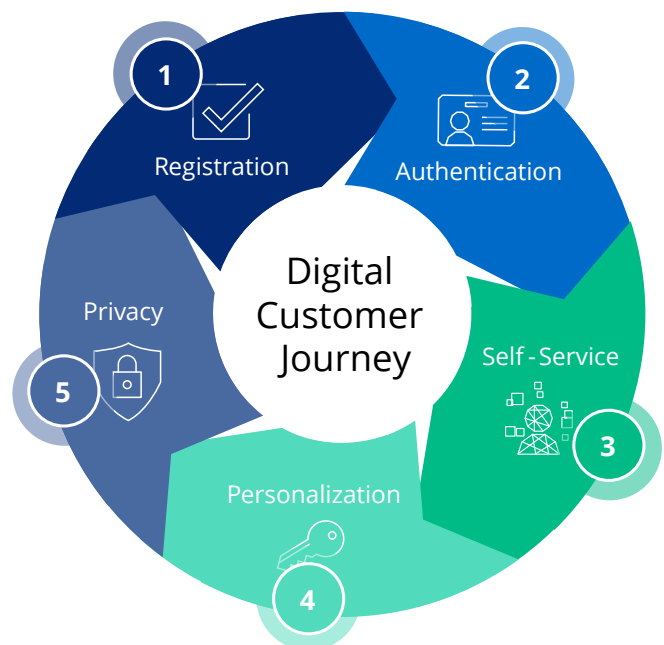


# Modernizing the Digital Customer Journey

To grow digital customer acquisition and retention, organizations need to evolve and adopt a modern, scalable customer identity and access management (CIAM) solution.

Global organizations want to acquire customers faster while delivering and securing great customer experiences. Customers should be able to move securely and seamlessly across the digital customer journey, as they register, authenticate, and manage their own passwords and preferences through self-service. Each customer gets a personalized journey across any digital channel, based on the preferences they select and the information they provide.

By providing these capabilities, organizations can reduce customer churn, accelerate conversion rates, and increase customer loyalty.



# Why ForgeRock?

Every organization has unique needs, and they want a solution that fits with their unique business processes. ForgeRock's philosophy is to meet customers where they are and help them move to their targeted stages of digital transformation. ForgeRock Customer Identity and Access Management (CIAM) is a modern identity and access management solution that allows global organizations to quickly acquire and retain customers and drive revenue, loyalty, and trust.

Here are some of the reasons why customers worldwide choose ForgeRock.



## A Single Platform for All Digital Identity Needs

The ForgeRock platform supports all identity types, with a comprehensive and extensible platform for identity at any scale.

- A luxury automobile manufacturer was able to onboard new consumer and workforce applications for 25 million users in mere seconds.



## Simpler and Faster Time to Value

ForgeRock supports whatever deployment model works for the customer organization, whether it is a cloud-first deployment model with true data isolation, an on-premises deployment supporting existing customer facing applications, or a hybrid.

- A financial customer switching to ForgeRock from a legacy IAM system saved 75% on expected implementation time. They completed the project using half the resources required by their previous system.



## Smarter and More Secure

Intelligent, no-code access orchestration for user journeys makes it easy to design consistent and successful authentication journeys for a multitude of use cases. ForgeRock can handle it all: simple username and password-based authentication, single sign-on, usernameless and passwordless authentication, self-service password resets, and fine-grained contextual authorization.

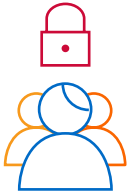
- A large, multinational communications services organization was able to increase successful logins from 59% to 94%, resulting in higher customer engagement and a 76% drop in login-related support chats.

## Analysts Agree

ForgeRock is the only vendor recognized as a Customer Identity and Access Management Leader Across The Top Three Analyst Firms:

- **"Leader" in the Gartner Magic Quadrant for Access Management, 2020**
- **"Leader" in the KuppingerCole Leadership Compass for CIAM Platforms, 2020**
- **"Leader" in the Forrester Wave: Customer Identity and Access Management, Q4 2020**

# Benefits



## Acquire Customers Faster

- **Accelerated Conversion Rates:** Convert anonymous website visitors to known active and registered users. Give customers a choice on how to register: with username and password or through a social identity provider, such as Facebook, Google, LinkedIn, and others. Mitigate “registration fatigue” and abandonments caused by lengthy registration forms. Allow them to register with just an email address and then provide more information over time using the progressive profiles feature.
- **Higher Retention Rates:** Build customer trust gradually while collecting more information through subsequent logins: such as company name, job title, and contact information. ForgeRock progressive profiles help build more comprehensive customer profiles over time.
- **Increased Customer Loyalty and Trust:** Allow users to better manage granting and withdrawal of consents and permissions, along with terms of service and privacy preferences from a convenient central console across multiple data services.



## Deliver Great Experiences

- **Omnichannel Revenue:** Enable consistent customer profile and choice to all applications, ensuring a consistent and personalized experience across all digital channels, including web, mobile, and kiosk.
- **Reduced Customer Churn:** Customers demand fast and seamless access. Slow performance, and authentications that get hung up are a sure path to abandonment. Customers can reset their own passwords and manage their own preferences for personal profile, marketing opt-ins, and authentication methods.
- **Increased Long-Term Profitability:** By delivering great customer experiences, organizations can sell more services – such as banks selling a new credit card or car loan – to increase top-line revenue and long-term profitability.



## Protect Your Customers

- **Secure Access Experiences:** Achieve both security and convenience with a broad range of web and mobile authentication methods, self-service password resets, customer identity verifications, password authentication, and more.
- **Identity-Driven Fraud Mitigation:** Design and implement user journeys to reduce the total cost of fraud. ForgeRock supports orchestration of numerous third-party anti-fraud, behavioral biometrics, and identity-proofing solutions to validate customer authentication and protect against identity theft.
- **Compliance with Privacy and Consent Regulations:** ForgeRock helps organizations comply with major national and international data regulations – General Data Protection Regulation (GDPR), Consumer Data Right (CDR), the California Consumer Privacy Act (CCPA), and other compliance regulations – via privacy and consent capabilities, including multi-tenancy, data isolation, and encryption.

## About ForgeRock

ForgeRock, the leader in digital identity, delivers modern and comprehensive Identity and Access Management solutions for consumers, employees and things to simply and safely access the connected world. Using ForgeRock, more than a thousand global customer organizations orchestrate, manage, and secure the complete lifecycle of identities from dynamic access controls, governance, APIs, and storing authoritative data – consumable in any cloud or hybrid environment. The company is privately held, and headquartered in San Francisco, California, with offices around the world. For more information and free downloads, visit [www.forgerock.com](http://www.forgerock.com) or follow ForgeRock on social media.

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