Bottom-Line Benefits of Great Customer Experiences
How Enterprise CIAM Helps You Make Money, Slash Costs, and Reduce Risk

Customer experience is more important than ever. Yet, globally, customer expectations are not being met – costing trillions.

80% of brands think they deliver a superior customer experience,¹ but only 8% of their customers agree.² This disconnect results in a $4.7 trillion annual cost of experiences failing to meet expectations.³

With ForgeRock's industry-leading customer identity and access management (CIAM) solution, you can easily improve customer experiences for a direct impact to your bottom line.

“Brands who want to increase customer acquisition, customer loyalty, customer engagement and drive growth need to think about delivering more exceptional experiences.”⁴

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1. Revenue Growth
Great experiences result in:

- 16% price premium on products and services
- 63% more customer willingness to share information

Simplify Registration and Check-Out To Spur Growth
By simply taking the pain out of the registration and shopping cart check-out processes with ForgeRock CIAM, you can dramatically improve experiences and customer conversion rates.

Turn Visitors Into Customers

2. Improved Loyalty
Omnichannel experiences directly result in greater customer engagement and retention.

Win or Lose Based On Omnichannel Experiences

| Strong omnichannel strategies | Engagement and Retention 89% |
| Weak omnichannel strategies  | Engagement and Retention 33% |

Create Personalized Omnichannel Experiences At Internet Scale
ForgeRock's enterprise-grade CIAM enables personalized omnichannel experiences by integrating systems organization-wide for interoperability at scale for millions or billions of identities.

BBC delivers personalized omnichannel content and launched a new service within weeks

- 45M+ global users
- 3M use on launch day
- ZERO downtime
3. Reduced Costs
Great customer experiences also result in reduced IT workloads and costs.

- +30% Help desk agents managed more tickets in 2021 than 2020.7
- 69% of consumers prefer to resolve their customer service problems on their own.8

Reduce IT Workloads, Deliver Better Experiences, And Save
ForgeRock enterprise CIAM reduces help desk call volume and gives customers the self-service capabilities they want.

HSBC reduced support center calls by 45%
Use this ROI calculator to estimate your conversion rate

4. Reduced Risk
The number of breaches, phishing attacks, fraud, and ransomware has reached new heights. Cybercrime's most coveted prize is personally identifiable information (PII).

- 100 average online accounts per person.9
- 450% increase in cyberattacks involving usernames and passwords.10
- 61% data breaches that steal login credentials.11

Implement Zero Trust And Thwart Attacks
ForgeRock enterprise CIAM helps organizations deliver great experiences with enhanced security by offering features like passwordless authentication and supporting a Zero Trust security model.

Forrester states that Zero Trust can reduce an organization's risk exposure by 37% or more.12
With ForgeRock, a large, global financial services organization reduced credit card fraud by 67%.

“By 2025, organizations adopting customer identity and access management (CIAM) with converged fraud detection and passwordless authentication will be able to reduce customer churn by more than half.”13

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Learn More About Delivering Great Customer Experiences

“There is only one boss. The customer.”
– Sam Walton, founder of Walmart

ForgeRock is the enterprise CIAM leader. To learn more about the importance of customer experience and how to deliver it with customer identity, contact us or read The 8 Digital Transformation Trends Shaping Business in 2022.

Wave Leader for Customer Identity and Access Management Q4 2020

Overall Leader in CIAM Platforms Leadership Compass Report 2020

Magic Quadrant Leader for Access Management 2021

About ForgeRock
ForgeRock® (NYSE: FORG) is a global leader in digital identity that 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 1300 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 headquartered in San Francisco, California, with offices around the world. For more information and free downloads, visit www.forgerock.com.

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