callsign

DATASHEET

Security. UX. Genuine digital trust.

Your customers demand user journeys that are fluid, engaging and seamless. But they also expect the utmost security in their transactions. It's a hard balance to strike.

But it's one that needs to be found, because consumers also have more choices than ever before. And if you're able to provide the assurance and convenience that they expect, you'll not only win more customer trust, but you'll also win more customers.

It's something that can't be ignored, particularly when you consider that, according to the extensive study conducted for Callsign's 2021 report **Scam messages are damaging your reputation**, 60% of people find it challenging to login and pay for online shopping, and 38% of US consumers will stop using your company if they have problems accessing their accounts.

In a world of choice and convenience, consumers place a high value on that trust, and expect their transactions to be secure, intuitive – and above all, welcoming.

That's where Callsign comes in. The most comprehensive identity solution available, it's the only one that considers both UX and security.

That means that you can focus on winning new business and keeping your existing customers, with unmatched peace of mind.

And in turn, that helps you earn and maintain that rarest and most valuable commodity: genuine digital trust.

45%

of consumers stated that they lose trust in an organization if it's mentioned in a single scam message

23%

of consumers will stop doing business with that organization

Start More Certain

From the first click to checkout, Callsign protects you and your customers from bad actors through every single step of the customer journey.

WATERTIGHT SECURITY

Our digital identity solution offers unparalleled reassurance and security. That's why it's already used by some of the world's largest businesses.

CUSTOMER FRIENDLY

Callsign passively authenticates genuine customers and keeps the scammers and fraudsters locked out: invisible protection that's proven to boost customer experience scores.

REDUCE CART ABANDONMENT

Friction in the user journey is one of the main reasons for abandoned transactions. With Callsign, you don't need to choose between safety and UX.

BUILD TRUST

Hard to win, easy to lose – we'll help you build and maintain that all-important digital trust with all of your customers.

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Seamless security at every stage of the customer journey

From the first click right through to checkout, Callsign is keeping your customers safe – silently, invisibly, and without adding friction to the customer journey

Callsign protects you – and your customers from a wide range of malicious activities, including:

- Scams & social engineering
- Bots & malware
- Remote Access Trojans (RATs)
- Loyalty scheme fraud
- Account Takeover (ATO) fraud

Secure from the first click

Start More Certain
As soon as a customer arrives at your website, Callsign is already scanning for potential threats: bots, malware, even compromised devices

Login
Callsign escorts your customers smoothly through login, thanks to our best-in-class Device ID, behavioral biometrics, and location intelligence technologies

A warm welcome
With the assurance that your customers are who they claim to be you can offer tailored experiences from login to payment, reducing the risk of abandoned transactions

Pain-free payments

Proceed to checkout
Whichever payment options you offer, Callsign offers you the same level of robust security

Authenticate
With the customer already authenticated via multiple factors at login, the transaction can proceed securely

Purchase complete
The payment is processed without additional friction – meaning less risk of abandoned carts

56% of consumers put an easy checkout process as their top priority

46% state that secure shopping and payment gateways are extremely important

Source: The CX Factor report, Retail Week

Your reputation is hanging in the balance

Your business lives or dies on its reputation. It can take years to build up; and only minutes to destroy.

A single instance of fraud can do just that – but so can a friction-filled user journey. How do you find the elusive balance that keeps your customers happy and secure?

We understand the high value of keeping your customers safe and smiling – and our technology will help you do exactly that.

And with our game-changing Orchestration Layer that allows Callsign to be integrated with any and all of your existing systems, it'll keep the stakeholders in your business smiling too.

Balancing security, UX & customer satisfaction is easier than you think.

Find out how our digital identity solution can help build digital trust.

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