



## Securing every step of your customer's journey protects your business

Authentication of customers and their data must be done regularly, and with a delightfully easy user experience that they would expect in the modern era.

	PAIN POINT	ELEMENT'S SOLUTION
 Account log in	OTP token delays and SMS fees	Selfie enrollment and authentication
 Account transactions	Fraud losses and burdensome 2FA routines	Simple, seamless selfie authentication, augmented with invisible second factors for security step-ups
 Password recovery	Password management frustration and fraud risk	Selfie and liveness verification with optional second factor authentication for added security



## Selfie authentication – simple and seamless

Element's Authentication solution gives you control of your customer growth model. From helping drive user acquisition growth, to ensuring secure continuity of access to services, you are able to drive greater customer transaction volumes across your platform.

- ✓ Seamless experience for your customer from onboarding to daily transactions.
- ✓ Ensuring security of your customer data.
- ✓ Driving cost savings for customer verification.