Daon

Biometrics & Digital Identity: 5 Bold Predictions for 2022

Looking ahead to next year, will current trends in biometric identity proofing and authentication reverse or accelerate? Where should businesses focus their investment dollars to get the most benefit, and which key technology themes are likely to drive the conversation?

1 Every Customer Becomes a Digital Customer

Make things easy for your new digital customers. Within the next year, over half of all bank customers will do business exclusively through digital channels. For those that still visit a bank branch, it will be fewer than 5 times per year.

2 Digital Identity Gets Smart

AI/ML document recognition and fraud detection techniques are already superior to humans—and the intelligence divide is only growing. In 2022, make sure your digital strategy takes full advantage of the power of machine learning and unified Identity Intelligence on a platform like Daon's IdentityX.

3 Overwhelmed Contact Centers Lean into Voice Biometrics, Enhanced IVR

Response times go up, customer engagement goes up, customer satisfaction goes up, staff costs go down, fraud goes down. It's a no-brainer!

4 Mask Wearing Endures, Single-Mode Biometrics Fizzle

Offering users a choice of biometric factors—undergirded by an intelligent platform that can securely accommodate multiple, risk-based authentication paths—is the surest way to deliver a safe and convenient authentication experience for every user in any environment.

5 Mobile Tech Tames COVID Complexity in New Ways

Already, major airlines like American Airlines and British Airways, cruise lines like Viking, and hospitality leaders like Hyatt have used this technology to give their customers safer, faster in-person experiences. But we expect the number of new use cases for biometric health identity solutions to skyrocket in 2022, in areas like peer-to-peer rentals, rideshares, sports, entertainment, classrooms and campuses, and office buildings.

Ready to learn more?

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