



# IDENTITY DATA & CREDENTIALS SELF-SERVICE

Improve customer experience, reduce costs and improve efficiency

### MANAGING CUSTOMER ACCOUNTS IS COSTLY FOR ANY ORGANISATION.

Delegated self-service can free support staff from mundane repetitive tasks, but still leaves onboarding and authorisation workloads. These tasks are not only time consuming but also present a *higher risk* profile as the provider is managing memberships and authorisations for external parties and as such will often require a multi-stage approval process.

DELEGATED SELF-SERVICE IS EMPOWERS CUSTOMERS, PARTNERS AND EXTERNAL USERS TO MANAGE THEIR OWN IDENTITIES AND ACCESS INTO YOUR APPLICATIONS WITH AN ENTERPRISE CLASS ENTERPRISE DIRECTORY

### ALLOW EXTERNAL ORGANISATIONS TO MANAGE THEIR OWN USERS AND ACCESS RIGHTS.

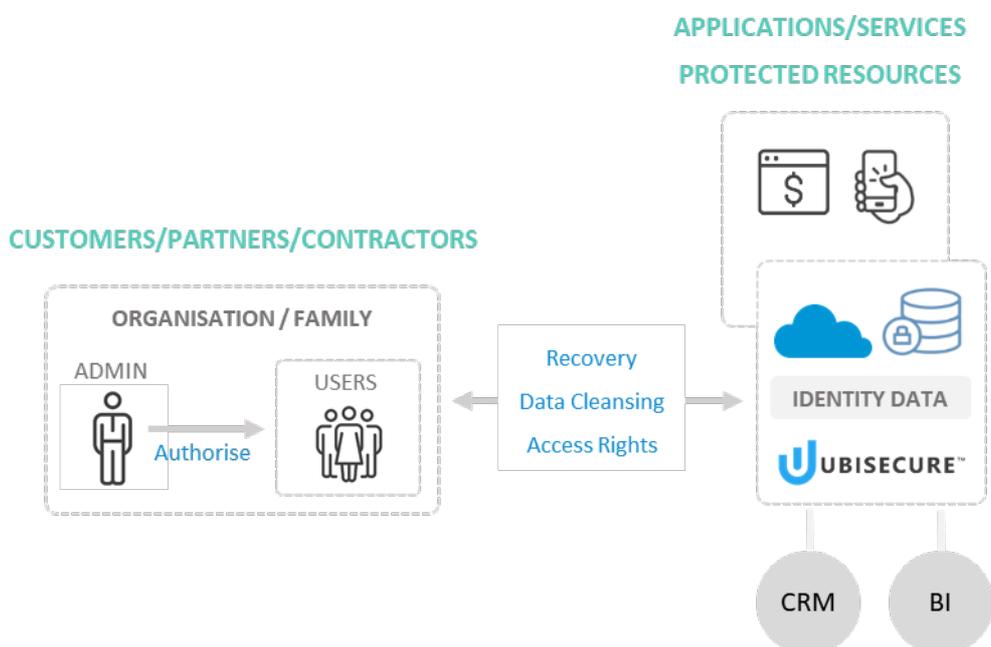
Empower their own users to use contract-based services according to their level of authorisation.

Allow end-users to manage their own credentials, including password recovery with varying levels of verification.

Allow the end-users to update organisation information in real time to give co-workers rapid access to target services.

Eliminate the need to share access credentials to services.

Allow external organisations to give access rights to third-parties like consultants or sub-contractors.





### SELF-SERVICE

Allow external organisations to manage their own credentials, identity data, users and access rights and empower them to accomplish more online. By digitalising services that previously required call centres, dedicated customer service desk operations, or a physical location for personal customer service, organisations can achieve **substantial cost reductions**. The Identity Platform allows the end user to manage their own credentials, including password recovery with varying levels of verification. Online self-service reduces the need to rely on labour intensive operations. It also allows your customers to conduct business with you on a 24/7 global scale.



### EASY INVITATION PROCESS

Self service allows customers to manage their own accounts and it can eliminate the need to share access credentials to get access to service by making new user invitation easy. The named person can invite new users to use your services, with the right access privileges that are based on their role in your service. This gives enormous flexibility for your online services while at the same time keeping up with Know Your Customer demands. Introducing a smooth registration process will increase your revenue and lead into better conversion rates and increased retention thanks to the improved customer experience.



### KNOW, AND KEEP KNOWING, YOUR CUSTOMER

On a yearly base 20-30% of customer data becomes invalidated in a typical CRM. The self-service model transfers administration of identity data to the customer, hence ensures that customer data is always accurate. With accurate identity data, you can better personalise marketing messages.

Delegated self-service will improve customer experience, reduce costs and improve efficiency.

We can help you get started with Delegated Self-Service - visit [www.ubisecure.com](http://www.ubisecure.com) or [talk to us](#) today.



#### About UbiSecure Inc

Founded in 2002, UbiSecure is a pioneering b2b and b2c Identity Services software and cloud services provider dedicated to enabling the true potential of digital business. UbiSecure's Identity Platform comprises of Customer Identity & Access Management (CIAM) and Identity-as-a-Service (IDaaS) solutions that allow businesses to put the customer's identity at the beginning of their journey to create a seamless, secure experience across digital services and devices. Uniquely, the Identity Platform also connects digital services and Identity Providers such as social networks, mobile networks, banks and Governments, to allow Service Providers to benefit from the rich, verified identities to streamline login, registration and customer engagement while improving privacy and consent around personal data sharing. UbiSecure is headquartered in Finland, with offices in the UK and Sweden, and works through a network of local and global system integrator partners.

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