

# YourID for Hospitality

**In the hospitality business**, providing the best customer experience is paramount. With online channels enabling easy booking, and social trends moving towards a do-it-yourself user experience, it's more important than ever that hotels, event organizers, and restaurants build their digital channel on a strong foundation of trusted identity.

YourID offers a solution. As the world's first trusted identity platform based on shared governance and the flexible use of whichever technologies are best suited to a given scenario, YourID offers essential benefits to organizations across a wide range of sectors:

1. **Significant reduction of costs**
2. **Defending against identity theft and fraud**
3. **Delivering the best user experience**
4. **No user adoption problems due to joint effort**
5. **Ensuring regulatory compliance**

In the hospitality sector specifically, here's what those benefits look like in detail:

- With YourID you save 90% of authentication implementation costs, by sharing these costs with all other partner platforms. Authentication security is guaranteed by a single entity – YourID – which means no money wasted on multiple authentication providers or building your own costly solution. In addition, you minimize administrative costs for you and your clients by eliminating password resets and token replacements.
- Customers gain easy access to online accounts through biometric authentication and YourID assures that customers are who they say they are at each and every visit.
- Improved onboarding thanks to YourID's streamlined 'one-click' account creation process.

## **Benefits of a Trusted Identity Platform**

- Easy, secure online booking, with a trusted method of allocating customer loyalty points. From restaurant reservations to concert tickets to conference admission, YourID makes online booking a breeze.
- Customers can send secure, revocable copies of ID documents upfront, eliminating the need for service providers to store copies themselves.
- Automated client profiling allows service providers to assess risk associated with customers before they arrive at their accommodations.
- YourID is compatible with NFC and Bluetooth door locks, allowing your clients to use their personal smart devices as temporary room and facility keys.
- Phishing attacks can no longer target clients, because there are no passwords to steal.
- Fake sites designed to capture customers' personal data will be flagged, as YourID verifies not only site visitors, but the websites themselves.
- GDPR compliance is assured as customers gain control over the sharing and revoking of their data.
- Compliance with PSD2 Regulatory Technical Standards, integral for online reservations as well as in-room microtransactions at hotels.
- Compliance with Know Your Customer regulations.
- YourID will offer dedicated promotion of your hospitality solution during the platform's launch phase.

To learn more about how YourID can benefit your organization, and how you can become a YourID partner, contact us today.

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