

# YourID for Loyalty Programs

**Loyalty and benefits programs can be a great means** of ensuring customer satisfaction and retention, but they also come with their own complex challenges. Customers often misplace physical loyalty cards, and forget their account credentials, effectively dropping them out of rewards programs. But a more effective system for customer identification could eliminate those issues.

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 world of loyalty and rewards programs 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**

- Phishing attacks can no longer target customers, because there are no passwords to steal.
- Fake sites designed to capture customers' Personally Identifiable Information (PII) will be flagged, as YourID verifies not only site visitors, but the websites themselves.
- GDPR compliance is ensured as end users gain control over the sharing and revoking of their data.
- Targeted content, including rewards offers and marketing, can be delivered automatically as a result of YourID customer identification.
- YourID will offer dedicated promotion of your loyalty 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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