# *Biometrics for a seamless customer experience*
the new normal

Can security and convenience be achieved simultaneously? Today, biometric technology reconciles these two key objectives. Security is a 24/7 concern for private and public organisations alike. Achieving the highest level of security for both physical and logical access to infrastructure and data has become a reality thanks to the rapid spread and evolution of biometrics-enabled solutions. Morever, biometric technology allows for new ways of identifying people (employees, clients, contractors or travellers) and opens up new opportunities in defining the future customer "walk-through" experience (i.e eliminating the need to stop for identification). New technologies such as contactless fingerprint or 3D facial image recognition speed up the adoption of frictionless access to infrastructure, services or applications.

Your challenges
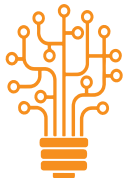
- Do you need to secure access to your infrastructure, services, data and/or applications?

- Is identifying people quickly, securely and conveniently necessary for your daily operations?

- Are your "users" (customers, employees, contractors or travellers) eager to embrace innovation and take advantage of the latest technology for mobility, connectivity and access to information?

- Is providing a "walk-through" customer experience becoming the new normal in your industry?

- How can you ensure that the solutions you select and implement comply with regulations such as the GDPR and are interoperable with your current or upcoming systems (PSD2, identity and access management, CRM, etc.)?

If you want to make this happen and you don't know where to start, our specialised team in biometric solutions is here to help you!

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Our approach

Biometric-enabled solutions can be built upon and tailored to create new customer experiences, while ticking all the boxes in terms of security, compliance, cost-effectiveness and acceptance by users and public authorities.

Great user experience

- Identification methods satisfying more than 80% of users, depending on the biometric modality
- Increased user convenience through the use of contactless technology

High security level

- Automatic identification can reach a 99.99% level of certainty (TAR)
- Advanced anti-fraud methods are available

Quick identification and verification

- Fast identification and authorisation (less than 0.5 seconds) depending on the security level and the conditions of the biometric capture

An adaptable solution

- Different biometrics can be employed depending on the use case (e.g. facial image recognition can be done at a distance without having to stop the person, fingerprint can be used at touch points, iris is very quick and can be combined with facial image)
- The false acceptance rate and the identification speed can be modulated depending on security needs and constraints of the specific use case

Why PwC Luxembourg?

We are passionate about biometrics and the role it will play in shaping the future of business interactions, customer experience and mobility. With the conviction that solutions today are mature enough to deliver value and innovation, we are prepared to accompany you in your biometric journey from strategy to execution.

Through our dedicated Biometrics Practice, our team of experts brings together the necessary technical and business skills required for a holistic and comprehensive approach for the deployment of biometric solutions: biometrics, data protection, customer experience, feasibility and cost-benefit analysis, security and IT systems.

Success stories

We conducted an assignment for a major European player in international rail transport. We designed a new biometrics-based customer experience and process, from the first enrolment in a registered users scheme to the verification at the border crossing using iris and facial image. This new scheme would ensure speed and convenience for users while providing a high level of security for border forces. This was implemented in a live pilot project, after we secured the necessary authorisation from the data protection authorities. Over the coming years, an estimated 15,000 users will benefit from this innovative solution.

Together with the client, we successfully tested the system in a live environment with over 500 users and more than 2,000 transactions.

For more information, please contact:

Serge Hanssens
Advisory Partner, Smart Identity   +352 49 48 48 2189   serge.hanssens@lu.pwc.com

Christine Riveau
Managing Director, Smart Identity   +352 49 48 48 2136   christine.riveau@lu.pwc.com

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