

Operations & Digital Commerce 2018 Priorities/Objectives

Channel Convergence - Authentication v. CP/CNP

The omni-channel experience is forcing the industry to change its paradigm of thinking from CP/CNP or face to face/remote payments to cross-channel commerce. Customers start their journey on one channel or device (e.g. mobile) and sometimes complete the actual transaction in a different channel (e.g. in-store or on-line).

The industry needs to shift its focus to authentication that can cross channels and ultimately achieve the following (in order of priority)

1. Improve the Customer Experience
2. Reduce Gross Fraud
3. Improve the balance among stakeholders for Liability and Costs associated with remote payments and fraud mitigation efforts

