

Growing with confidence

4 ways to secure customer trust as you expand overseas

Whether you're crossing a neighboring border or planning a global takeover, one of the biggest leaps a business can make is to go international. If you're poised for a new market entry, it's critical to earn the trust of the new customers you hope to attract.

Nearly **60%**

of European companies plan to expand their China operations in 2021, up from 51% last year. ¹

Moving into a new market has many challenges. You and your team may have the local scene mastered but operating in another country, where the conditions on the ground are often far more opaque, is an entirely different matter. Add to that the expertise of the native competition and the lack of customer familiarity with your brand, and you can see how having one less worry would be an advantage.

¹ European Companies to Invest More in China After Pandemic, Bloomberg, June 2021



Four considerations for global expansion

Your business is growing, and that is something to get excited about. What isn't is the fact that fraud is increasingly common, complex, and costly. 2021 was the first year that successful fraud attempts outnumbered those that were prevented. And these trends show no sign of slowing down. Here are four ways Telesign can help ensure you keep fraud at bay, while building and maintaining trust with your new customers.

- 1 Embed trust at every touch point**

Start by building amazing customer experiences that outshine anything in the market. Using identity signal data and adaptive machine learning algorithms, Telesign ensures new customers are authentic, every log-in is secure, and every transaction is safe. You don't have to worry, as trust builds with every interaction.
- 2 Get the regulations right**

As you accelerate into new markets, it's important that regulations don't slow you down. Whether or not compliance matters are more burdensome than your home market, they will certainly be different. As internationally experienced verification partners for companies around the globe, Telesign works without borders to help you meet local regulatory requirements is met—at the local and international level.
- 3 Give your teams a boost**

Fighting account takeovers, fake accounts, and fraudulent transactions are hard enough in a single market. Add international complexity and it may be too much of a burden on lean, domestic teams. The Telesign's global team of highly experienced trust experts can help you safely navigate new frontiers by implementing proven identity & verification solutions, such as multifactor authentication and phone number risk scoring.
- 4 Fish where the fish are**

It's an old saying that still rings true today: if you want sales, then you must be on the channels your customers inhabit—and every interaction must be secure. Telesign is at the forefront of keeping the digital economy secure, with an established presence on nearly every communications channel — including the fast-growing **WhatsApp business**.

The Telesign difference

You may have mastered your local market and are looking for new pastures to roam or going global might be your bread and butter. Wherever you are, providing the best possible user experience is even more critical when entering a new market.

Unrivaled in our ability to deliver borderless authentication and digital identity verification, we can help give your new customers, at home or abroad, a happier and safer digital experience.

To learn more about how Telesign can help your business build a foundation of Continuous Trust, please visit: www.telesign.com/uk-en/whatsapp/how-to-instill-continuous-trust-in-every-part-of-your-customer-journey

