

# Social Identity Support

Increase conversions and relieve password management issues with these simple guidelines.

Businesses that need to provide access to large numbers of external users need a manageable way to handle credentials. Social identity support enables access that is more convenient for both the business and its consumers. Through Optimal IdM's social identity support, consumers can use their existing social media credentials to login to a business's app.



## Deliver a Better Customer Experience

The use of social sign-ons relieves consumers from the need to remember yet another password or pick their way through a traditional registration screen. The experience of logging in becomes fast and simple. When social sign-on is an option, conversion rates have been proven to increase by as much as 50 percent<sup>1</sup>. When social sign-on is not an option, over 50 percent of users will leave a site rather than fill out a traditional registration form<sup>2</sup>.

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## Capture Richer Data

When consumers use social sign-on, they grant permission for the company to access the identity data associated with their social profiles. This can include their locations, relationships, interests, and preferences. Businesses can use this data to deliver the cross-channel personalized experiences that are known to build customer loyalty and increase sales. However, the data that companies can receive is limited to what the social media provider captures itself or is willing to share. Different social media providers share varying levels of data, with LinkedIn sharing the most and Twitter the least. Companies that wish to capture customized data will have to explicitly request it from consumers at later points in the customer journey.

## Offload Password Management

Companies using social sign-on eliminate the burden of handling password resets and other password requests. Those requests are handled by the social media provider. According to Gartner, between 20 and 50 percent of help desk calls are related to passwords<sup>3</sup>. By shifting that load to social media providers, companies can reduce their support headcount or focus on more strategic work.

## Strengthen Password Security

The average consumer has 130 password-protected accounts<sup>4</sup>, but only 12 percent use a password manager<sup>4</sup>. Password fatigue leads to password re-use, written password logs, and other insecure practices. When consumers can login with a single protected identity, businesses are relieved of the risks and costs necessitated by poor password hygiene.

## Highlights

- What is Social Identity Support?
- Deliver a Better Customer Experience
- Capture Richer Data
- Offload Password Management
- Strengthen Password Security
- Best Practices for Social Sign-On Success

## Best Practices for Social Sign-On Success

When social identity support is done right, the chances to increase conversions and reduce support costs are greatly enhanced. Here are a few areas to manage closely:

- **Offer 3 -5 options** – Facebook is the most popular identity provider, but understand that some consumers will not have a Facebook account or will prefer another identity provider. Offer between three and five options. Don't offer more than five, however; that will lead to multiple accounts from individuals who create multiple logins when they forget which they'd used in the past. Other viable providers are Twitter, LinkedIn, RealMe, Google and Instagram.
- **Display options prominently** – Social sign-ons should be accessible not only from the home page but from across the entire site. The location that results in the best conversion rate is the upper right-hand corner.
- **Link accounts** – Match email addresses of new users to existing users to see if an account already exists. If one does, prompt the user to link accounts by communicating the benefits, such as a more consistent and personalized experience. The linking of accounts ensures the business will develop and maintain a unified view of each consumer.
- **Optimize personalization** – Use the data obtained about users' social networks to give them recommendations or information based on their personal connections, or reward them with coupons or badges for performing on-site actions and rank them against others in their networks.
- **Respect privacy** – Be clear about your privacy policy, inform users about which of their data is being collected, and let them know whether it will be sold or shared.

For more information on social identity support, e-mail us at [info@optimalidm.com](mailto:info@optimalidm.com).

### References

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