

callsign®

# Impact of 2020 Pandemic



1

callsign®



# Table of Contents

- 3 Summary
- 4 Banking Results
  - US Results
  - UK Results
- 6 e-Commerce Results
  - US Results
  - UK Results
- 8 Working from Home Results
  - US Results
  - UK Results
- 10 About Callsign

## About the Callsign Impact of 2020 Pandemic Survey

Callsign commissioned YouGov Plc to conduct the survey. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,125 adults in the UK and 2,311 adults in the US.

Fieldwork was undertaken in April 2020. The survey was carried out online. The figures represent the percentage of respondents who expressed a preference and are representative of all UK and US adults (aged 18+).



# Summary

There is no question that the pandemic has created large-scale social and behavioral shifts among consumers. Not only has it fundamentally changed attitudes toward risk, but it is challenging expectations around online security, convenience and access, or lack thereof, to key staples, e.g. toilet paper purchased online, and other digital services. Yet despite our upended reality and recent surge in fraud as a result of the pandemic, research by digital identity leader, [Callsign](#), shows consumers are not taking the necessary precautions to protect their online identity. Instead, they prioritize convenience and speed of access of online goods and services over personal security.

## US and UK consumers found overconfident and willing to risk online security for key staples like toilet paper and more

### KEY SURVEY FINDINGS

**Risking It All for Toilet Paper** – When in isolation and under pressure to buy scarce, staple items e.g. toilet paper, nearly one in four (26%) consumers in the U.S. admitted to overlooking online security concerns – using third-party online merchants – while one in five (13%) UK consumers admitting taking similar risks.

**Remote Workers More Mindful of Business Credentials Over Own** – U.S. and UK consumers (21%) were also found to be more likely to update work network login details over their own online banking (19%) and shopping (19%) credentials.

**Frictionless Digital Reality Still in Question** – The research also highlights that nearly two thirds (61%) of respondents are still struggling with business networks and systems access, while 60% of online shoppers confirmed a similar rub..

**Unemployed Struggling Most With Access** – People out of work are finding it even harder than their peers to access services online, with 65% finding it challenging to log in and pay for their online shopping and 54% struggling with logging into their online banking – a concern when vulnerable groups such as this are the people who need these services most.

**Pandemic Weighs on Patience Increasing Churn** – With consumer anxiety at an all-time high, there is little patience for a poor online user experience. In the last month alone, 20% of consumers switched to other brands due to a bad online shopping experience (e.g. failed payments, complicated log-in, etc.).

**Vigilance Varies Among Markets** – Overconfident Americans were found to be more vigilant than their British counterparts, with one in four Americans updating their banking logins compared to just 13% in the UK.

**Consumers Indifferent Despite Risk** – When asked ‘Has the COVID-19 pandemic and increased fraud influenced you to use alternative banking or shopping apps or websites with more secure measures?’, over three quarters of U.S. consumers stated ‘no or they didn’t know’ with the UK sharing a similar indifference about security.



# 44%

Plan to stick  
with old  
passwords

# 21%

More likely to  
protect work  
credentials over  
banking

# 14%

Switched provider  
during the  
pandemic due to  
bad experiences

The coronavirus pandemic has ignited behavioral shifts among consumers at an unprecedented scale, especially when it comes to banking. With brick-and-mortar simply not an option, online-only banking has quickly become the societal norm.

However, with a significant surge in corona-related fraud and more devices routed through our home networks than ever before, consumers have not felt the need to take the steps to protect their personal banking profiles amidst the pandemic.

Nearly 77% of respondents perceive their banking credentials to be the most secure despite their shift in online behaviors  
55% of online banking customers in the U.S. and UK admitted they have no plans to update their login credentials despite increased fraud risk (44% in the U.S. specifically)  
21% of U.S. and UK respondents were more likely to update their work network credentials over their own personal banking credentials  
14% of U.S. consumers admitted to switching their online banking provider due to a poor online user experience that induced anxiety



## US Banking Results





# 55%

Plan to stick with old passwords

# 21%

More likely to protect work credentials over banking

# 46%

Unable to gain access their bank accounts in the last month

Action Fraud has reported over 509 cases of COVID-19 related fraud to date with total losses among those targeted of £1.6m. Yet despite these worrying figures, research, shows banking customers are not taking the necessary precautions to protect their online identity.

The survey found that consumers are bullish when it comes to the security of their online banking with 77% being confident in their online login credentials.

U.S. and UK consumers (21%) were found to be more likely to update work network credentials login details over their own online banking (19%) credentials and 55% of banking customers have no plans to update their banking logins a despite the heightened fraud risk, with a mere 19% having updated their banking login credentials over the last month

The research also revealed the huge extent to which banking customers are struggling to access their accounts- almost half (46%) of people had an issue logging into the bank account in the last month In the same period, a bad user experience has made 4% of UK customers switch banking provider.



## UK Banking Results



# US eCommerce

The COVID-19 crisis has shifted consumers to using mobile apps for their shopping, resulting in the significant decline of in-store purchases. In fact, curbside pickup is currently the most popular choice as home deliveries surge across the country, with Instacart and Walmart Grocery seeing 218% and 160% increases in app downloads respectively (as per Apptopia).

CallSign surveyed more than 4,000 U.S. and U.K. consumers to determine if they have taken the necessary precautions to protect their online transactions during this critical period.

## THE RESEARCH FINDINGS INCLUDE THE FOLLOWING

Approximately 74% of respondents perceive their transactions protected and secure during online shopping  
52% of online shoppers have no intention of updating their login credentials

26% of U.S. consumers overlooked online security concerns and used third-party online merchants, while 13% of U.K consumers admitted to taking similar risks

# 26%

Admitted to overlooking security concerns in order to get supplies







# UK eCommerce

The research has revealed that when in isolation and under pressure to buy scarce, staple items e.g. toilet paper, one in five UK consumers admitted to overlooking online security concerns – using third-party online merchants.

## THE RESEARCH FINDINGS INCLUDE THE FOLLOWING

**Frictionless Digital Reality Still in Question** – The research also highlights that 60% of online shoppers struggled to access their online shopping accounts. This leads to customers needing to call customer service representatives to resolve their issue – a group who are already contending with a limited crew due to social distancing.

**Pandemic Weighs on Patience Increasing Churn** – With consumer anxiety at an all-time high, there is little patience for a poor online user experience. In the last month alone, 20% of consumers switched to other brands due to a bad online shopping experience (e.g. failed payments, complicated log-in, etc.).

**Unemployed Struggling Most With Access** – People out of work are finding it even harder than their peers to access services online in the last month, with 65% finding it challenging to log in and pay for their online shopping – a concern when vulnerable groups such as this are the people who need these services most.

# 60%

Struggled to access  
their accounts in the  
last month





# US Working from Home

The coronavirus pandemic has ignited a seismic shift to the way we work, with 62% of employed Americans currently working from home during the crisis, a number that has doubled since mid-March.

However, with a sharp spike in corona-related cyberthreats, our login credentials and other critical information have become prime targets for hackers.

## OTHER KEY FINDINGS INCLUDE

71% of respondents perceive their data to be protected and secure while working remotely

52% of remote workers have no intention of updating their login credentials whatsoever

# 61%

Employees wasted hours trying to access their work systems

# 45%

Employers updated their security training information to full time staff





# UK Working from Home

With a huge rise in the number of people working from home, it is unsurprising that cyber criminals are shifting their focus to target remote workers. The research, shows people working from home are not ramping up their personal security measures in response - ultimately putting their employer's entire IT network at risk from cyberattack.

The research reveals overconfidence among consumers in relation to their perceived strength and level of protection their credentials provide, with 71% believing their work network logins to be completely secure.

## OTHER KEY FINDINGS INCLUDE

**Businesses Try to Educate Staff on Security** - While the disparity was marginal, this could be explained by employers' willingness to provide staff with information and tools to update their login details, with almost half (45%) of respondents saying they had received this information when the pandemic hit – a figure that is higher (60%) for full-time workers.

**Frictionless Digital Reality Still in Question** – The research also highlights that nearly two thirds (61%) of respondents are still struggling with business networks and systems access. This equate to hours of workers' time that could otherwise be spent on more productive tasks.

# 61%

Employees wasted hours trying to access their work systems

# 60%

Employers updated their security training information to full time staff



# Simple & Secure Authentication

Whether it's overlooking it or simply being overconfident, it seems users can't always be trusted when it comes in their online security.

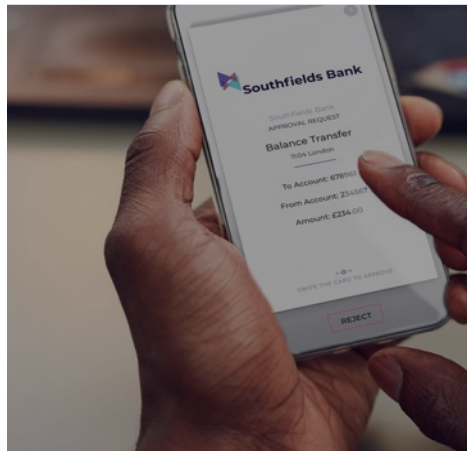
But why should they be?

They're after **seamless online experiences** whether it's at home or work and **keeping them safe and secure** at the same time is your responsibility.

That's no mean feat, but that's why we're here to help.



Seamless Customer Experiences



Reduced Risk of Fraud



Reduced Operational Costs

callsign<sup>®</sup>





## Intelligence

Knowledge that your users really are who they say they are.

We take the pressure off both your employees and customers having to keep their details secure & up-to-date, by passively analyzing thousands of datapoints across device, location and behaviour to verify whether the user really is who they say they are. The added bonus on top of greater security, is that you'll also save on costly customer service calls and help your more vulnerable customers get on more easily.

## Decisioning

Hyper-personalized online experiences

Not everyone has access or the ability to use the same technologies. So no wonder they're struggling with logging into their online accounts. With our decisioning module you can build customer journeys that offer each user a tailored experience based on your risk tolerance and their choice, control and consent.

## Authentication

Data-driven, contextual authentication

With any and all authenticators at your disposal, you can wave goodbye to lost customers and drops in NPS scores from poor online experiences. Even when things are tough and the demand is high.

# Intelligence Driven Authentication



callsign

## Find us **Social**



[twitter.com/callsign](https://twitter.com/callsign)



[linkedin.com/company/callsign](https://linkedin.com/company/callsign)



[instagram.com/callsign\\_inc](https://instagram.com/callsign_inc)



callsign®