ForgeRock

The New Normal

Living Life Online

Bad First Impressions Drive One-third of Consumers to Delete Apps

Global Survey Finds Consumers Drop Apps with Onerous Login; 72% Say Being Locked Out of an Account is More Frustrating than Forgetting a Mask at Home or a Toilet Paper Shortage at the Store

VOLUME 2

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Summary

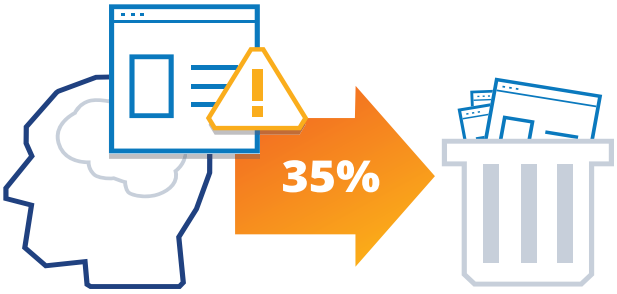
In volume one of *The New Normal: Living Life Online* report, consumers revealed the COVID-19 pandemic has changed their digital behavior for the long run. However, nearly one-third of consumers shared that a difficult login process is frustrating enough to cancel their account or seek another service. Organizations must provide an easy and effortless experience, starting with registration, to ensure loyalty and reduce costly customer churn.

Volume two of *The New Normal: Living Life Online* focuses on consumers' preferences when it comes to online experiences, including how they log in and what features are most important for retaining their loyalty. The report also uncovers what's at stake for organizations that fall short on delivering amazing digital experiences.

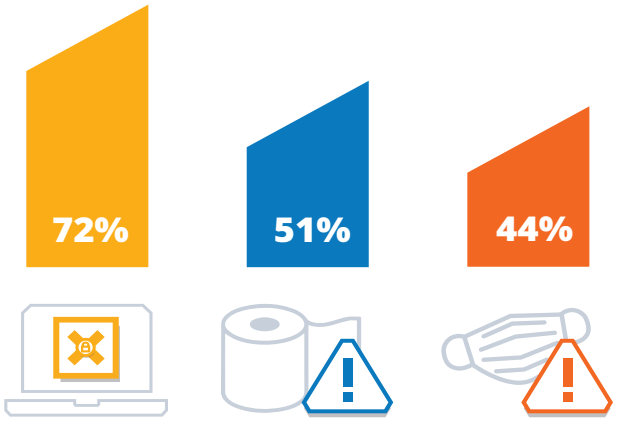
Consumers don't want to be slowed down when it comes to registration or ongoing authentication. They prize apps and services that protect their personal data, but at the same time recognize them and provide personalized experiences. In our new online-centric reality, businesses must be ready to address both these historically conflicting consumer priorities.

Key findings of this report include:

- Consumers have a short fuse when it comes to poor digital experiences, with **35%** cancelling or deleting an app if they have trouble logging in, while **32%** said they would switch to a competitive service or app.
- Getting locked out of accounts is more frustrating for nearly three-quarters (**72%**) of consumers than forgetting their mask at home (**44%**) or not finding toilet paper at the store (**51%**).
- Globally, consumers are turning away from traditional passwords and usernames, preferring biometrics or multifactor authentication (MFA) to log in where available (**57%**).
- Consumers said preventing their data from being resold to third parties is a top priority when considering app features (**70%**).



One-third of Consumers Will Cancel Their Account or Move to Another Service if the Login Process Is Challenging



Getting Locked out of Accounts is More Frustrating for Nearly Three-quarters (72%) of Consumers than Forgetting Their Mast at Home (44%) or Not Finding Toilet Paper at the Store (51%).

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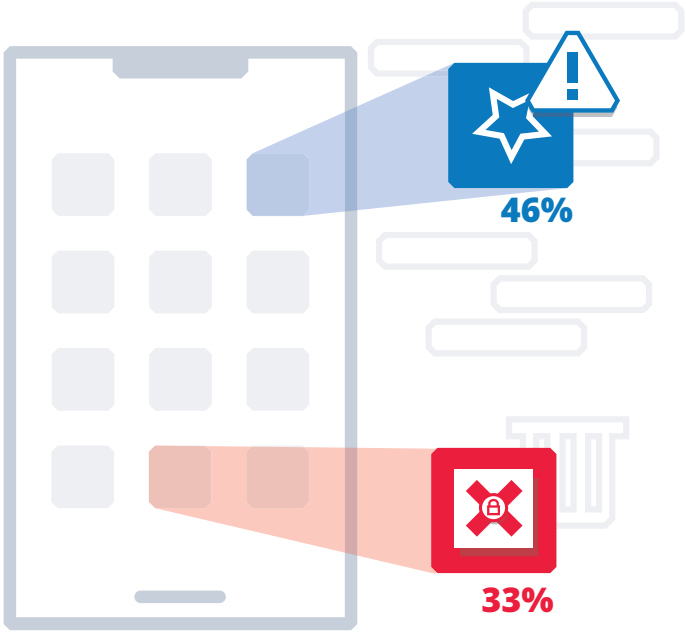
Digital Experiences Start with Identity

Consumers seek ease of use when considering apps and online services and will look for better solutions when those experiences don't meet expectations. Almost half of consumers (**46%**) said they wouldn't register for a new account if it was too difficult to sign up. Once they are registered, over one-third of consumers said they would cancel or delete the app if they have trouble logging in or, even worse, simply find another service from a competing company.

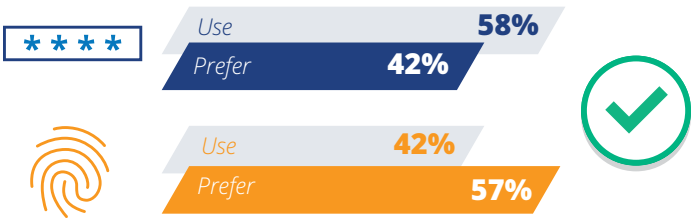


46% Won't Register for a New Account if it's too Difficult to Sign up or Use

33% Will Cancel or Delete an App or Find a Competitive Service if They Have Trouble Logging in

Consumers also want to choose how they log in to apps and online services. Today, consumers are primarily using usernames and passwords to log in to their accounts (**58%**). But if given a choice, consumers preferred to use passwordless authentication like biometrics or MFA (**57%**) over passwords. Younger generations (think Gen Z digital natives) are more likely to use biometrics than those 65+, who still favor username and password methods. Regionally, Singaporeans and Britons lead in the adoption of biometric login, as one-third of those consumers already use this method. However, Germans showed the highest desire to use biometrics to log in if given the choice, increasing **47%** from those that already do.

Consumers Preferred to Use Biometrics or MFA over Passwords



But digital experiences do not stop at sign-on – consumers want control over their data and how they engage with apps. Over two-thirds of consumers ranked their data not being sold to third parties as a top priority for them, while **39%** ranked it as the most important feature in an app or online service. Significantly less, one-third of consumers ranked personalized recommendations for goods and services as important to them. This seems counter-intuitive, until you consider that organizations must first establish trust, powered by an individual's unique digital identity, with protecting their customers' data before they can deliver personalized experiences.

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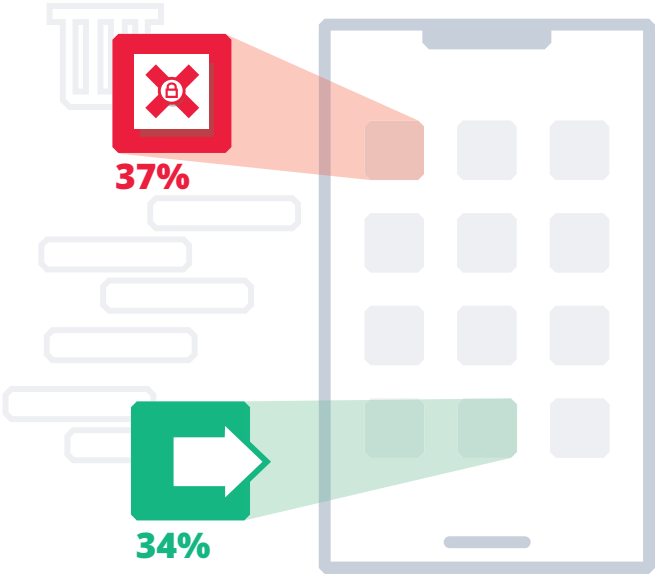
Consumers Demand Effortless Experiences

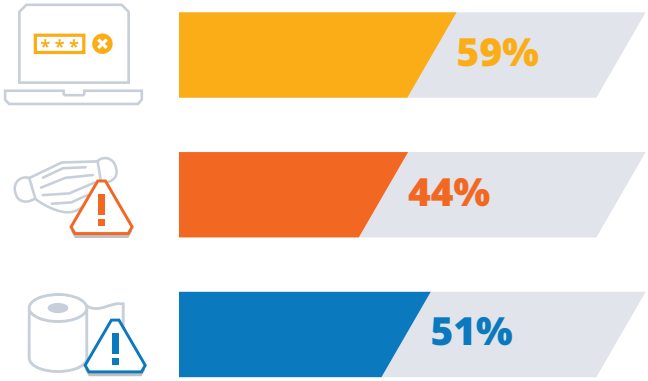
When asked to rate which sectors excel at digital experiences, consumers scored retail, banking and entertainment highest – which isn't surprising since these types of businesses were first-movers in offering customers easy and addictive apps and services. Users also plan to continue using these apps and online services after pandemic restrictions lift. However, even as consumers continue using apps post-pandemic, their expectations for a high-quality experience remains.

While those 65+ gave the highest ratings overall for digital experiences, those 18-24 are most critical. Across the globe, the Gen Z age group is most likely to delete their account (**37%**) or change service providers (**34%**) if they have a difficult login experience. Organizations that do not provide a seamless login experience could hurt their brand reputation with these young buyers for years to come.

Gen Z Most Likely to Delete or Change Service Providers Due to Difficult Login Experience



Globally, seven in ten consumers reported getting locked out of their accounts as a top frustration, with those in the U.S. and over 65 being the most irritated by this experience. Interestingly, forgetting a username or password (**59%**) was rated more annoying to consumers than forgetting their mask at home (**44%**) or not finding toilet paper at the store (**51%**).



Consumers also reported low tolerance for apps or online services that were complicated to install or use, with nearly half (**46%**) saying they would outright delete or uninstall the app. Other top frustrations varied across age groups. Those 55-64 were deterred most by being asked for their personal data (**45%**) and those 18-24 were turned off when asked for their credit card number (**45%**). However, Singaporeans were the only region to rank poor app reviews as one of the top three drivers for them to uninstall an app or delete an account. Finally, those in the 18-24 group globally ranked reviews higher in influence than other age groups.

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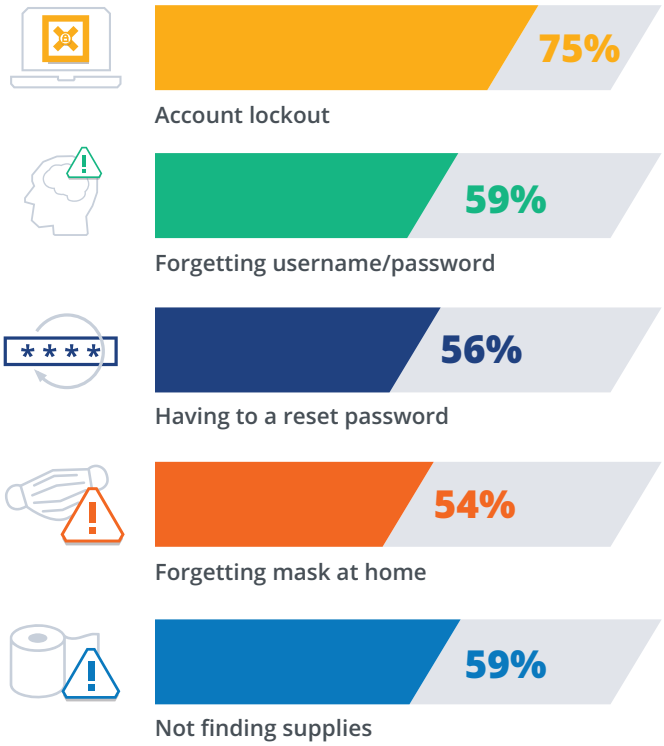
Regional Insights

A Look Inside the United States

Overall, U.S. respondents rated slightly higher frustration levels than the global average for issues related to apps and challenges brought by the pandemic.

U.S. Consumer Frustrations



Three-quarters of U.S. respondents rated getting locked out of an account as frustrating, with over half (**59%**) reporting forgetting a username or password or resetting a password (**56%**) as maddening. U.S. consumers rated these password and account issues as more annoying than forgetting their mask at home or not finding supplies at grocery stores.

U.S. Login Actual vs. Preferred

What's more, U.S. consumers would prefer to access their apps and accounts via passwordless authentication methods, such as facial recognition or fingerprint (**43%**), while only **31%** currently do. And if they have issues logging in to an app or service, one-quarter of them will find another app altogether.

On average, U.S. consumers are happier with their online experiences compared to other regions, particularly when using healthcare (**60%**), retail (**70%**) and grocery (**59%**) services and apps.

In contrast to other regions, U.S. consumers were less concerned with apps and online services selling their account information, with only one-third of respondents ranking it as a top concern when considering apps to download.

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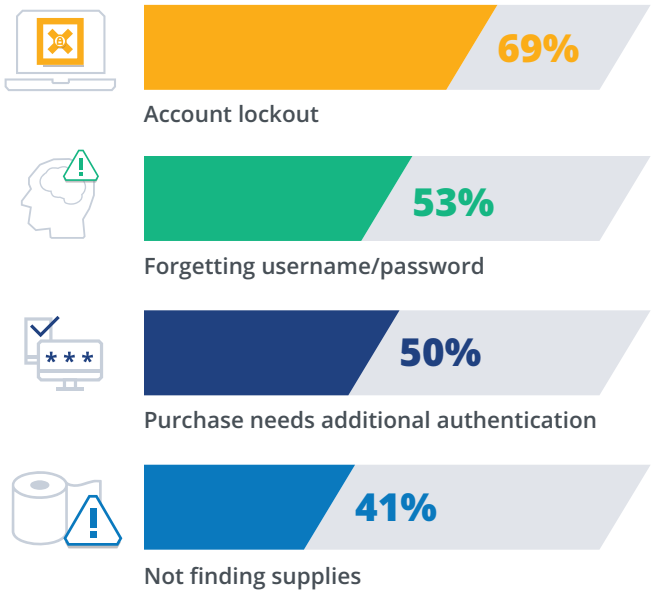
A Look Inside Germany

Germans reported more frustration from being locked out of online accounts (**69%**) than being unable to find supplies, like toilet paper, at the grocery store (**41%**). Additionally, half find it very frustrating when they are unable to complete a purchase due to additional authentication needed.

German Consumer Frustrations



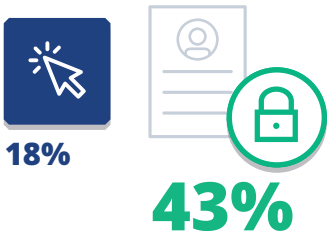
Almost half (**43%**) of Germans would delete an app or account if they found it too difficult to use or navigate. However, asking for credit card information is just as bad, with the same percentage uninstalling an app or not completing registration if it is required.

If they have difficulty logging into an app or online service, more than one-third of German consumers (**35%**) will find another service or app that offers an alternative. Further, younger consumers are even more likely to change their service or app if they have trouble logging in (**40%**).

German Login Actual vs. Preferred

As it stands, apps aren't meeting the needs of Germans when it comes to login methods. Currently, only **24%** of Germans use passwordless authentication methods, such as biometrics, to log on to an app or online account, but **36%** said they would prefer to use this method if they could, with younger consumers leading this preference.

Germans prize data privacy over convenience, as keeping their data from being sold (**43%**) was ranked more important than being able to purchase in just a few clicks (**18%**).



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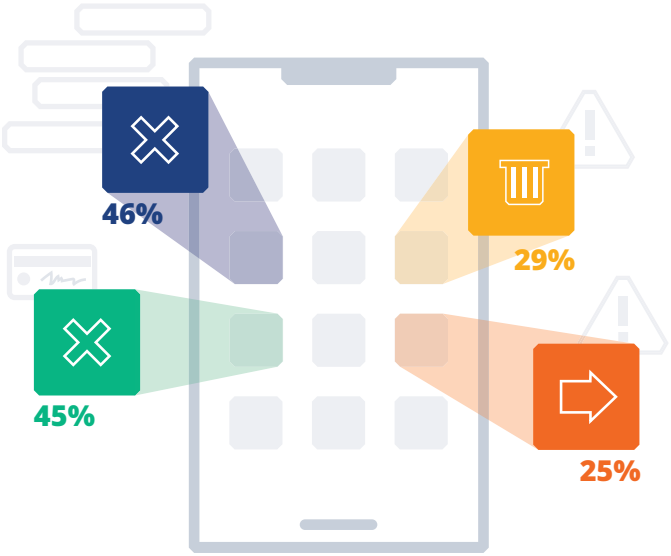
Regional Insights

A Look Inside the United Kingdom

Young Britons were more critical of their online experiences compared to other age groups in the UK. Those surveyed ages 18-24 noted the best digital experiences with entertainment (**62%**), retail (**56%**) and banking (**53%**) apps.

UK App Issues



Pluralities of Britons will uninstall or stop the registration process if it is too complicated to set up (**46%**) or if asked for credit card details (**45%**).

UK Login Actual vs. Preferred

While Britons still leverage customer support to solve a login issue, **29%** say they would cancel or delete an account or app if they have login issues and **25%** noted they would switch to a completely different service or app.

When accessing apps or accounts, the majority of Brits use passwords and usernames for logins today (**55%**). However, when given the option, that majority prefers alternative passwordless authentication methods, including biometrics and MFA, particularly younger consumers. Almost three-quarters say they don't want usernames or passwords to log in to their accounts.

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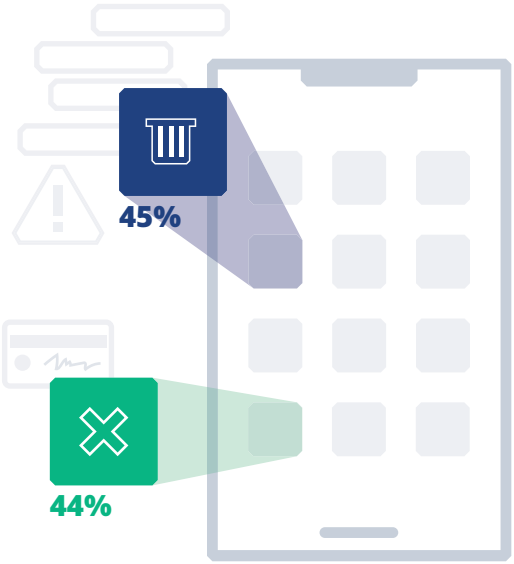
Regional Insights

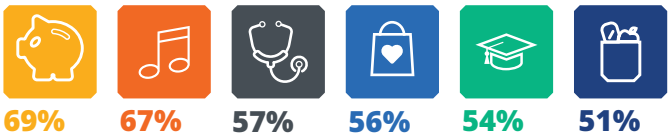
A Look Inside Australia

Like their European counterparts, Australians would uninstall an app or abandon registering for a new online account if they had difficulty navigating or installing (**45%**) or had to enter credit card details (**44%**).

Australia App Issues



Banking and entertainment apps generated the highest scores for online experience. Interestingly, nearly three-quarters of those 65+ rated healthcare digital services highly, more than any other age group.



Australia Login Actual vs. Preferred

When it comes to prefered login methods, aside from usernames and passwords, over half (**53%**) of Australians reported they prefer passwordless authentication like biometrics or MFA. Consumers in the Australian Capital Territory are particularly keen on moving away from passwords and usernames, as almost three-quarters prefer biometrics or MFA.

When using apps or online services, Australians highly ranked data privacy (**72%**), particularly consumers 65+ (**85%**).

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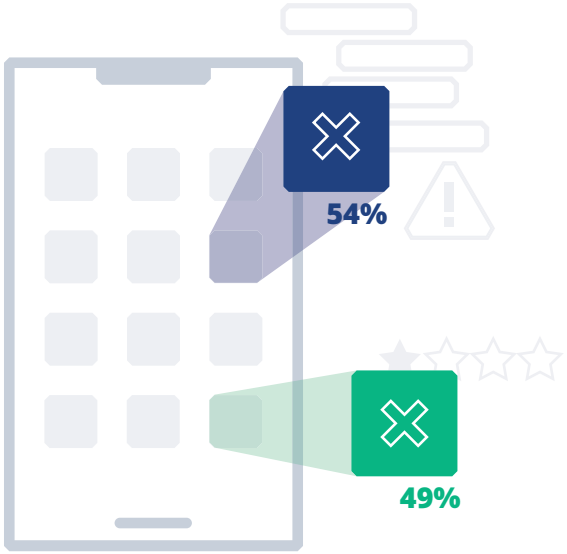
Regional Insights

A Look Inside Singapore

Over half (**54%**) of Singaporeans agreed with other regions that they would uninstall an app, or abandon registering for a new online account if they had difficulty navigating or installing. However, app reviews were also important to them, with **49%** of consumers uninstalling an app or abandoning account registration if it had poor app reviews. This was ahead of any other market.

Singapore App Issues



Singapore Login Actual vs. Preferred

Globally, Singaporeans lead adoption of more modern methods for secure app and account sign on, as almost half of consumers already use biometrics or MFA to sign on. While **51%** of consumers still use usernames and passwords, only **32%** of them want to, instead preferring passwordless authentication.

As a whole, Singaporeans are far less concerned with data privacy than other regions, but those 18-24 and 55+ disagree, rating data privacy as a top concern.

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Conclusion

Identity is at the heart of any digital experience. Registration and authentication are the first things users experience, creating the opportunity to make a lasting positive impression or sour someone's perspective on a brand. Savvy organizations use digital consumer identity as a competitive advantage – particularly in sectors where margins are narrow like financial services. Successful organizations must put identity at the center of their digital strategy and ensure people can move smoothly through an online journey.

In both volumes of *The New Normal: Living Life Online* report, it was clear that some industries were more prepared than others for the shift to the digital economy during the pandemic:

- Retail, banking and entertainment sectors scored high marks for online experiences, influencing many consumers to keep using them post-pandemic.
- Newer digital channels, like those for healthcare, government and education apps and services, were rated poorly for their digital experience.
- Organizations using biometrics and MFA options for logging into apps and online services are ready to meet modern consumer expectations.
- Subpar online experiences – starting with registration – are not tolerated by consumers and they will take their business elsewhere.

Streamline the onboarding process.

Registering for an account is the first experience consumers have with a brand – and how smooth that registration process is – can make or break their experience and resulting loyalty. A weak registration process leads to synthetic identities, and if there are too many steps, consumers will skip the registration process leading to a missed opportunity to capture consumer information and degrade their experience. Companies can streamline their processes even more by providing single sign-on (SSO) and federated SSO to ease customers' pain points.

Provide authentication options. This report found that passwords and usernames are universally disliked. While users are becoming more comfortable with passwordless authentication methods like biometrics to authenticate, they still want to have a choice of how they log in. For different channels, consumers might prefer different options, so allowing them to tailor their login to their situation is a really powerful capability.

Only ask for necessary information. There are liability and regulatory reasons why no company should maintain more personal data on their consumers than absolutely needed. That said, users are becoming more aware of who has their data and how they're using it. As noted in this report, consumers highly value data privacy and will increasingly choose brands that respect it.

Give data control to consumers. Tools are available to allow users to take control of their data without sacrificing user experience. When given access to these tools, users will feel like they have control over where their data is going, how it is being used and, in turn, feel more brand loyalty.

With a modern approach to identity, consumers will have a simple, effortless experience, and enjoy better security, protection and control of their data.

To learn more, visit ForgeRock.com/TheNewNormal.

About ForgeRock

ForgeRock, the leader in digital identity, delivers modern and comprehensive Identity and Access Management solutions for consumers, employees and things to simply and safely access the connected world. Using ForgeRock, more than a thousand global customer organizations orchestrate, manage, and secure the complete lifecycle of identities from dynamic access controls, governance, APIs, and storing authoritative data – consumable in any cloud or hybrid environment. The company is privately held, and headquartered in San Francisco, California, with offices around the world. For more information and free downloads, visit www.forgerock.com or follow ForgeRock on social media.

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