



Identify Web Guests with NetIQ SocialAccess

It's time to personalize your customer's web experience.

BUSINESS CHALLENGE

Organizations need to easily identify their web guests for personalized experiences and improved customer service.

SOLUTION BENEFITS

NetIQ® SocialAccess makes it easy for web guests to identify themselves using social identities. This helps organizations:

- Allow guests to use a social identity instead of remembering a seldom used credential
- Customize what users see and personalize their experience
- Make their websites more mobile-device friendly
- Gather attributes, contacts and "likes" from social sources

B2C/G2C Interactions

NetIQ® SocialAccess enables businesses and organizations to personalize access to their information or services by allowing their end users to log in to their services using their social identities. That personalization enables businesses and organizations to identify and interact with their guests more effectively, whether it is a business-to-consumer (B2C) or government-to-citizen (G2C) interaction. Because it requires participation from the users themselves, identifying web visitors has been a perplexing problem to solve. Businesses that seek more information from their visitors traditionally employ user registration to get that information. Unfortunately, this approach leads to high abandon rates by users when they are asked to manually register or create an account. This is especially true of first-time visitors who are often still evaluating the website or are undecided if they want to create an account.

However, websites that leverage social identities experience dramatically higher success rates with visitors identifying themselves and self-registering. And those websites that are able to personalize their product information or the delivery of their services are able to deliver more value and differentiate themselves from the competition. NetIQ SocialAccess enables

businesses and organizations to more easily identify who is participating in B2C interactions and deliver greater value to the consumer.

Social and Verified Identities

There is no easier or more convenient way for users to identify themselves than by using social credentials. Using social identities is fast because customers can do it with just a couple of clicks, and they feel comfortable doing so. With NetIQ SocialAccess, websites have the ability to offer their customers the option of using social credentials so they don't have to remember specific usernames and passwords upon a return visit. Additionally, social identities allow businesses and organizations to leverage attributes, contacts and "likes" from social sources.

Sometimes your organization may need a higher level of identity verification or additional customer information for certain types of interactions, such as financial transactions or the exchange of sensitive or regulated information. For these occasions when organizations need to maintain and use their own unique customer credentials, NetIQ SocialAccess also supports Lightweight Directory Access Protocol (LDAP) directories.



A key benefit for organizations that move to social identities is that they no longer need to store or manage customer accounts, nor provide a password management and reset solution for users who have forgotten their unique set of credentials. Instead, all credential management is offloaded to the trusted social site. So NetIQ SocialAccess not only makes self-registration simple for users, it makes life easier for IT as well. And while NetIQ SocialAccess readily supports Facebook, Twitter, Google, Office 365, Yahoo and other identity sources, it also works with any service provider that supports OAuth 2 or OpenID Connect integrations

Mobile Access On-The-Go

The proliferation of mobile and tablet devices offering users on-the-go access requires businesses and organizations to rethink the way customers interact with

their website. More than ever, it needs to be easy to register, login and use web-based services and applications. Because of how mobile devices are designed in shape and size, software should minimize the keystrokes needed for access (imagine filling out a registration form on a phone) and personalized services become more valuable than ever before. By letting users log in through their social identities and leveraging the information that comes with those identities, businesses can implement customer loyalty programs built for those using mobile devices. NetIQ SocialAccess provides the foundation for simplified access and convenient interactions with mobile users.

For more information on allowing social access to your site, call your NetIQ representative today or visit www.netiq.com/socialaccess.

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