

America's Car-Mart Digitally Transforms with Transmit Security

Passwordless and MFA Services
Accelerate Customer Identity
and Access Management Strategy



Better UX
Minimize customer friction



Airtight security
Protect customer logins



Peace of mind
Reduce fraud and cost



Omnichannel
Accelerate business growth



Company Facts

- US-based auto sales and finance company
- \$1.2B in revenue & 7.3% YoY customer growth rate



Business Objectives

- Digitally transform from in-person to omnichannel
- Implement CIAM strategy to improve CX & reduce fraud



Challenges

- Increased demand for online vehicle shopping due to COVID-19
- Finding the correct authentication service



Solutions

- Passwordless and MFA Services from Transmit Security



Results

- Customers can shop inventory and start the pre-approval process for financing —100% through the digital marketplace
- Improved verification of contact information reducing fraud

Objectives

Online car sales & financing

America's Car-Mart is an auto sales and finance company with 150 dealerships across 12 US states. When confronted with the risks of the COVID-19 pandemic, they were forced to consider a digital transformation.

Omnichannel customer experience model

America's Car-Mart needed to quickly evolve from a face-to-face sales model to an omnichannel, hybrid model where customers could engage digitally as they would in the dealership. To do so, the company created a digital marketplace where customers could create accounts, shop for vehicles, start the pre-approval for financing process, make payments and submit claims.

Challenges

Securing accounts

A foundational element of the digital transformation was selecting a customer authentication service to secure account access. America's Car-Mart focused heavily on providing superior in-store customer experiences and needed to deliver the same in their new digital marketplace. Due to the ongoing pandemic, America's Car-Mart had to initiate their digital transformation quickly, otherwise face the risk of lost business opportunities.

Preventing identity-based fraud

As a financier, America's Car-Mart had to address new risks of digital identity fraud, verify customer identities with a higher level of assurance, and deliver a simple customer experience. With this in mind, America's Car-Mart did not want to use password-based authentication due to the security gaps, customer experience drag and the associated overhead this approach creates.

Solutions

Password-free authentication requirements

America's Car-Mart's decision to evaluate modern authentication methods as opposed to traditional usernames and passwords was an easy one. With an emphasis on providing a superior digital experience, their core requirements for a customer authentication service were:

- The best-in-class digital experience throughout the customer lifecycle
- Based on open authentication standards, such as OpenID Connect and FIDO
- Addresses a wide range of customer devices, browsers, and login scenarios
- High degree of customization over the authentication flow, experience, and branding
- Simple to deploy with little overhead
- Ability to enrich customer profiles with contextual data
- A long-term partner to support their CIAM strategy

Evaluating many solutions

Initially, America's Car-Mart considered social login as an authentication method for its ease of use, but quickly recognized the security weaknesses and the impacts of fraud to their business. After evaluating 5 authentication solutions, America's Car-Mart selected **Transmit Security Passwordless and Multi-Factor Authentication Services** because of its:

- True passwordless infrastructure
- Ease of use and implementation
- Support for OpenID Connect and WebAuthn standards
- Ability to be deployed out-of-the-box and quickly
- Support for email and phone verification
- Highly customized branding and email templates
- Flexible integrations



“We did not want to manage the security, infrastructure and support involved with managing user accounts and passwords. We needed a solution that could be deployed quickly and with little overhead.”

Brad Tomlin, Senior Director of Digital Technology

Results

100% Passwordless

America's Car-Mart deployed **Transmit Security's Passwordless and Multi-Factor Authentication Services** to their web channel to accelerate their CIAM strategy. Both new and existing customers can now easily create accounts, shop vehicle inventory and get approved for financing through the customer portal, reducing the risk of fraud and accelerating digital transformation objectives.

"Transmit Security's Passwordless and Multi-Factor Authentication Services were simple to deploy, and it was the easiest technology implementation in our digital strategy."

Brad Tomlin, Senior Director of Digital Technology

Seeing immediate benefits

The organization is already seeing the benefits of passwordless, ranging from cost savings due to no password resets, verified email and phone numbers, a significant reduction in support requests, an improved customer experience, faster authentication flows, greater identity assurance and reduced fraud.

The proof is in the numbers

To date, 97% of America's Car-Mart web traffic use devices with WebAuthn support, and up to 70% have built-in platform authenticators enabled. Over 12,000 customers created digital accounts in the first few months, online credit applications have soared, and conversions to sales have increased. Due to the positive business impact of going passwordless, America's Car-Mart is expanding their CIAM strategy and deploying passwordless authentication to additional channels and B2B applications.

To learn more about how Transmit Security can help your business improve customer experience through modern authentication, visit transmitsecurity.com.

About Transmit Security

Transmit Security gives businesses the modern tools they need to build secure, trusted and end-to-end digital identity journeys to innovate and grow. CX-focused, cybersecurity-conscious leaders rely on Transmit Security's CIAM platform to provide their customers with smooth experiences protected from fraud across all channels and devices. Transmit Security serves many of the world's largest banks, insurers, retailers, and other leading brands, collectively responsible for more than \$1.3 trillion in annual commerce.

For more information, please visit www.transmitsecurity.com.