**// Authentication without Alienation: Balancing Data Security and Experience in Financial Services**

Hi {FIRST NAME},

I wanted to share a new consortia research opportunity focused on the balance between data security and consumer experience that may be relevant for you.

Insurance companies use a variety of ways to authenticate both customers and agents across platforms like call centers, websites, and mobile apps. These enhanced authentication methods, such as multi-factor authentication (MFA), are a key defense again fraud, but can also introduce friction that affects customer experience.

To support organizations in navigating the balance between security and experience, we are launching a consortium study titled **Authentication without Alienation: Balancing Data Security and Experience in Financial Services.** This study will explore the role authentication plays in shaping both security outcomes and customer experience in our industry.

Sponsors of this study will gain actionable insights into customer preferences and thresholds for enhanced authentication by channel to help companies align technology investments with customer expectations.

Please let me know if you would like me to set time up for us to share more about this study and answer any questions you may have. I look forward to hearing from you.

Thank you,

{First and Last Name}