

ANONYOME LABS



Down the Telecom Rabbit
HOLE
with Tyler Radmall

A Customers Journey Towards the Rabbit Hole

Tyler had just begun his customer journey for a telecom and internet provider, eager to set up his Wi-Fi. The first step? Verifying his identity.

It seemed straightforward— but little did Tyler know, this wasn't a single step, it was the beginning of a tumble into a perplexing rabbit hole.

First, the company required him to provide an email verification, a soft credit check, his phone number, social security number, and date of birth.

Tyler complied, assuming this was a one-and-done process to verify his identity. But as he closed the first door of verification, he would soon discover it wouldn't be the last.





The Second Call *Down the Rabbit Hole*

Feeling optimistic, Tyler called his provider again to add a mobile plan. But to his surprise, he was met with the same identity verification process.

Tyler again had to provide his email, date of birth, and social security number.

"Wait, didn't I just verify my identity?" he thought. Each repeated question felt like he was in a time loop at the Madhatters tea party. Tyler complied again, but sensed this process was anything but seamless.

At this point, Tyler had fallen into the rabbit hole.





The In-Store Visit

It's All Mad Here

A representative told Tyler he'd need to visit a physical store due to "verification issues". What should've been a quick trip, turned into hours of waiting and answering the same questions, over and over again.

Tyler again had to provide his date of birth and social security number and by now, he was feeling like he was playing a never-ending game of cards—one where the rules kept changing, and the deck was always stacked against him.



The Scam Attempt

A Deceptive Detour

Just when Tyler thought he was nearing the end of his journey, the rabbit hole took a darker turn. He received another call from his provider—or so it seemed. The voice sounded familiar, the questions routine: "Can you confirm your social security number and date of birth?"

But something about the call felt...off. The phrasing wasn't quite right, and the tone was mad and unsettling. Tyler's gut told him to hang up, and he did. Later, he confirmed the call wasn't from his provider—it was a scam.

The realization shook him. The verification system wasn't just inefficient; it was unsafe. It blurred the line between real and fake, creating opportunities for fraudsters to prey on frustrated customers like Tyler.



Another Call

The Endless Loop

By now, Tyler had trust issues. After the scam attempt, any call from his provider would feel suspect. When the phone rang again, he immediately asked the caller to verify they were who they claimed to be.

"We can confirm your address," the representative said, offering it as proof of their legitimacy. Tyler reluctantly continued since this was hardly proof.

Then came the inevitable. Tyler once again provided his social security number and date of birth. The process was exhausting, redundant, and, above all, it felt unsafe. Tyler couldn't shake the thought: Why does this feel more like Mad Hatter chaos than a 21st-century solution?



A Better Way Out

Goodbye Rabbit Hole



Tyler had reached the bottom of the rabbit hole. After endless calls, repeated questions, and exhausting verification loops, he felt defeated. The process was a maze with no obvious way out, and every attempt to complete his customer onboarding only seemed to draw him deeper down the rabbit hole.

Tyler began to wonder how this could be reality? There has to be a better solution for all this madness.

And there is. Once you step out of the wonderland madness and into reality the solution is clear. There is a smarter way to verify who someone is—one that doesn't require endless questions or redundant steps.

It's called [Verifiable Credentials](#).



A Smoother Journey No More Madness

Tyler's experience could have been completely different. Verifiable credentials, powered by decentralized identity technology, offer a transformative way to manage identity verification—one that eliminates the madness Tyler endured.

This matters because seamless onboarding isn't just a nice-to-have—it's crucial for customer loyalty and business growth. According to Harvard Business Review, customers who had positive onboarding experiences spend 140% more compared to those who had a poor experience. A streamlined, secure process not only retains customers but turns them into advocates, ensuring long-term success.

Here's how verifiable credentials could have saved Tyler from his endless journey down the rabbit hole and improved the overall telecom provider operations:

1. Seamless Verification

Instead of having to verify his identity over and over again, Tyler could have authenticated himself with just one click after the initial verification. No more repeating personal details. No more frustration. Just a simple, secure, one-time verification process.

2. Easy Upsell

It shouldn't be hard for your customers to give you money. Asking customers to go through this many hoops to sign up for a service is too much friction. 50% of consumers will switch to a merchant with less friction and 41% of all consumers will pay more for simple, fast, and efficient shopping experiences.

3. Better Operations

Verifiable credentials stop the need for repeated KYC because all the verification points are within one channel. Every touch point becomes secure for both your customers and employees which would have stopped Tyler from running from phone call to in-person stores.

4. Enhanced Security

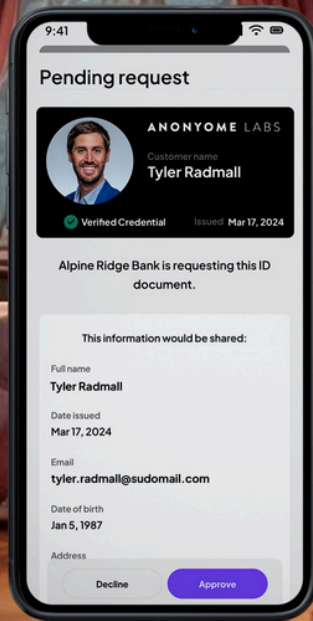
Verifiable credentials use cryptographic techniques to ensure that personal information is never exposed unless absolutely necessary. This means fewer chances for fraud or identity theft—and no need to worry about scammers pretending to be a provider. Tyler would have been protected from the very beginning, with no concern of who was real.

5. Privacy and Control

With verifiable credentials, Tyler would have maintained control over his personal data. He could choose to share only the information that is needed, keeping sensitive details like his social security number safe from unnecessary exposure.

6. A Better Customer Experience

A system like verifiable credential would streamline the process, removing the endless back-and-forth with customer service agents and in-store visits. Tyler could have gotten his service set up quickly without the lengthy delays or redundant verifications. The experience would have been smooth, efficient, and secure.



The Time for Change is Now *A New Era of Verification*

Tyler's experience was a painful reminder of how broken traditional verification systems can be. The endless repetition, the risk of scams, and the lack of control over personal information—it all added up to a system that left him feeling frustrated and unsafe.

But there is a way out of the rabbit hole. With verifiable credentials, we can create a more efficient, secure, and user-friendly verification process. One where users can verify their identity quickly and safely, without falling deeper into a cycle of endless questions and data exposure.

Tyler's journey through the rabbit hole of broken verification systems shows us that the current process is outdated, inefficient, and insecure. But it doesn't have to be this way. Verifiable credentials offer a way to break free from the cycle and create a seamless, secure, and empowering user experience.

The time to escape the rabbit hole is now. Let's move toward a future where verification is simple, secure, and in the hands of the user.

“You know what the issue is with this world? Everyone wants a magical solution to their problem, and everyone refuses to believe in magic.”

- The Mad Hatter -

Verifiable credentials are real, and they work like magic. They represent the future of identity management, offering a much-needed alternative to the madness of current verification systems. With verifiable credentials, there is a clear way out—a path to restoring control to individuals and putting an end to the chaos once and for all.

It's time for a reality check. Stop losing customer loyalty from your current verification madness and [book a demo](#) today.

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