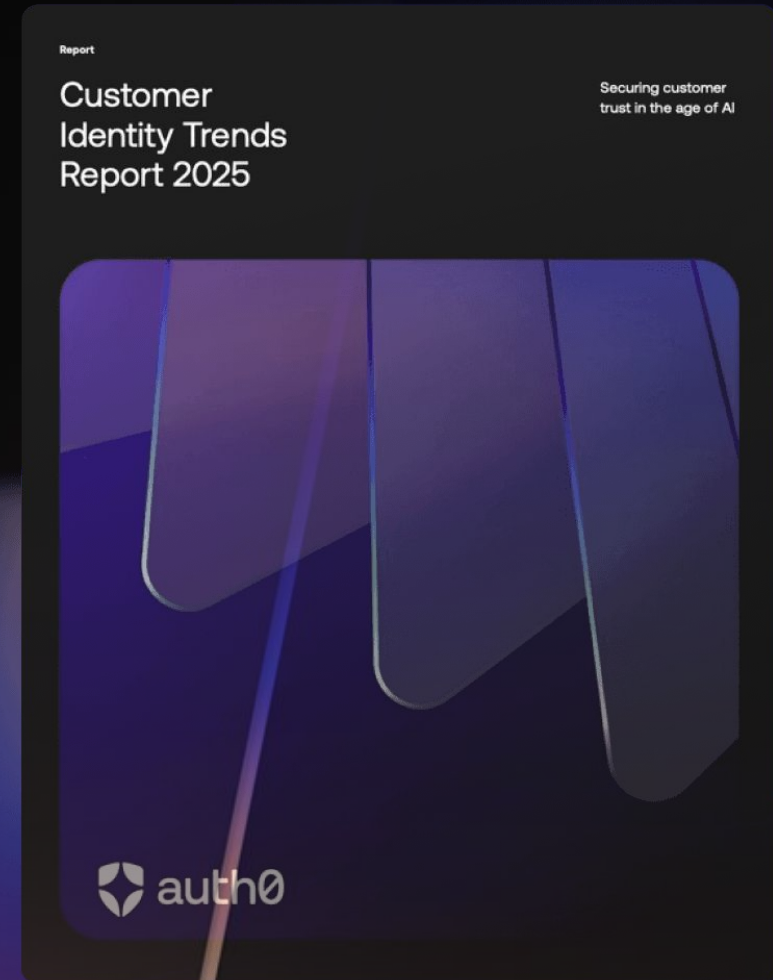




Securing customer trust in the age of AI

Customer Identity Trends Report 2025

Auth0's Customer Identity Trends Report 2025 uncovers how trust influences customer journeys, the threats poised to erode it, and where consumers stand on a new frontier for trust: AI agents.



Key Takeaways for Australia



Security savvy, but selective and may value convenience over security



Higher baseline trust in companies, yet more cautious about sharing personal information with AI Agents



AI adoption headwinds with concerns around misuse and reliability.

Key Insights for Australian Survey Respondents



Will enable 2FA authentication wherever possible (+7%)



Trust companies to keep their information secure (+9%)



Do not trust how their data is being used by AI agents (+10%)



Rates Government issued Digital ID as convenient to use (-2%)

74%

of respondents in
Australia preferred
humans over AI Agents,
indicating lack of trust



Nearly 1 in 4 users are ghosting your AI. The reason? Trust.

AI meets customer identity

54% of respondents in Australia
“**don’t trust AI agents with
personal data**”

39% of respondents in Australia
expressed concerns about AI
agents’ **reliability**



Key Recommendations for Australia



**Go passwordless
where feasible**



Strengthen MFA



Reduce friction



**Harden the
perimeter and
the platform**



**Operationalize AI
safely**



Download the Report 



Sign up to the Webinar

28 August, 11-12pm



Download the report or sign up to our upcoming **'Navigating customer identity in the AI era' webinar**, to gain insights into:



Preparing for the AI era

Discover crucial considerations for deploying AI agents that customers trust enough to use



Understanding your customers

Gain insights into their experiences and attitudes around identity and authentication.



Navigating Security Threats

Learn about the challenges and attacks facing customer identity — and how to defend against them.



Empower your extended
teams and invite them to our
upcoming Dev Camp



Virtual Dev{camp}

When: 4 September, 11am—12pm

Where: Online