Google

Smart Lock for Netflix

NETFLIX

30+% of returning Netflix users are signed-in to the Android app with Smart Lock.

60+% of prompted users opt to save their passwords with Smart Lock

20% reduction in contact volume from members unable to sign-in using Android devices

*consistent day-to-day within 1-2%

"We were able to implement Smart Lock in just a few days. It has paid off almost immediately, reducing both sign-in friction and CS call volume. We are excited to be working with Google to add Smart Lock to Android TV and other platforms when available."

- Rob Caruso,
Director of Partner Engagement

Learn more about Smart Lock
Users save passwords to Google from Chrome or Android and passwords are made available across platforms.

Find out more at:
g.co/smartlock#for-passwords

Company
Netflix is the world's leading Internet television network with over 70 million members in over 190 countries enjoying more than 125 million hours of TV shows and movies per day, including original series, documentaries and feature films.

Challenges
For Netflix, a subscription service that requires sign-in, reducing friction from member authentication is a constant area of focus. From a customer service perspective, this was one of their biggest call drivers. Netflix wanted to improve the experience for members who had forgotten either their username or password, and reduce the volume of members forced to contact customer service to access Netflix.

Solution
Netflix was able to implement Smart Lock quickly, in just a matter of days. Within a few months over 30% of members using their Android app were signing in automatically, including those who had forgotten their username and/or password and might otherwise have had to contact customer service or worse, given up accessing Netflix entirely. After implementing Smart Lock, Netflix saw 20% reductions in contact volume from members unable to sign in using Android devices. Over 60% of eligible and prompted users chose to continue saving their passwords with Smart Lock.

Moreover, Netflix is excited to expand the API to Android TV and other platforms, so that their members can have a seamless experience across desktop, mobile and TV. Imagine never having to type your Netflix password on a new device again.