

# Instill Trust in Consumer Interactions Across Channels



## OVERVIEW

TruValidate™, now with Neustar fraud solutions, orchestrates identity, device and behavioral insights to help organizations secure trust across channels and deliver seamless experiences for consumers. Increase trust at each stage of the customer journey and across channels to nurture deeper, more efficient and lucrative customer relationships.

## PRODUCT FEATURES



### Improve customer conversions

Increase return on customer acquisition programs, reduce abandonment and grow revenue with a dynamic, actionable view of consumers' personal and digital identities.



### Minimize fraud losses

Mitigate risk and secure trust at every stage of the consumer lifecycle via critical insights into fraudster activities, locations and devices — reducing operational costs, false positives and manual reviews.



### Enhance consumer satisfaction

Exceed consumer expectations and increase loyalty with friction-right experiences enabled by omnichannel intelligence and one of the world's most robust data identity platforms.

# TruValidate Solutions

Leverage a reliable network of offline, digital, browsing footprint, phone network and device identity data to let good customers through faster – while flagging risky interactions and transactions for additional verification.

## Identity Insights

Provide great experiences and expose fraud risks by confidently verifying consumer identities against robust credit, non-credit and digital data sources from around the world.

- **Identity Verification** – Welcome new customers with high confidence in their identities and minimal step-up challenges.
- **Document Verification** – Digitally authenticate official documents to reduce the risk of identity fraud while offering a convenient, digital customer experience.

## Omnichannel Authentication

Provide smooth, secure, seamless experiences across call center and digital channels. Leverage phone and device data to separate legitimate consumer interactions from potentially risky ones to mitigate account takeover fraud.

- **Step-up Authentication** – Help ensure safe and friction-right delivery of step-up authentication, including one-time passcodes.
- **Inbound Authentication** – Improve customer experiences and speed call resolution, and reduce fraud risk by treating each inbound caller according to their trustworthiness.

## Digital Insights

Improve customer conversions and determine the riskiness of anonymous users in real time with insights into device recognition, context and behaviors.

- **Device Proofing** – Identify devices with previous connections to fraud without imposing unnecessary friction on trustworthy consumers.
- **IP Intelligence** – Make better-informed decisions on whom to serve or block via robust IP geolocation, ownership and routing data.

## Fraud Analytics

Streamline transactions, detect hidden connections and proactively monitor threats with custom and purpose-built models, and superior data and analytic expertise.

- **Models and Scores** – Stay ahead of evolving fraud threats with custom-built fraud-prevention models and analytics.
- **Model Attributes** – Adapt to evolving fraud circumstances proactively. Meet specific and emerging fraud challenges while building trust with your customers.

