

# The Challenge of Consumer Authentication

Authenticating consumers, whether they are new customers or long-time account holders, can be incredibly challenging. Institutions need to ensure the people they are conducting business with are who they say they are without applying too much friction during account opening or access.

Today's consumers expect quick, seamless interactions. Therefore, balancing accurate authentication with a positive customer experience can seem impossible. While knowledge-based authentication remains a common practice, recent research indicates 30% of legitimate users cannot successfully answer KBA questions, while as many as 60% of criminals can.<sup>1</sup>

Photo-capture technologies—which have the ability to screen consumers using a photo of their driver license—offer an innovative new approach that attempts to better strike this balance by reducing the time and effort required to authenticate an individual.

Increasingly, innovative companies are embracing these technologies to drive authentication and Know Your Customer (KYC) strategies – but they're quickly learning that the process can introduce risk and friction when not done well. To effectively balance risk management and customer experience, enterprises need a photo-capture solution which authenticates consumers through a data-driven process that screens both the document and the underlying identity.

## Faster, More Comprehensive Authentication

In response to a marketplace in need of consumer-friendly authentication, ID Analytics is offering ID Connect™ 2.0.

ID Connect 2.0 leverages advanced photo-capture technology to perform fast, cost-effective, and comprehensive authentication. The solution allows most consumers to take a photo of their driver license, or other government-issued ID, to capture and extract the data on the ID for authentication.

ID Connect 2.0 is omni-channel—delivering powerful authentication across every consumer touchpoint, at any point in the customer lifecycle. ID Connect authenticates consumers during application completion/submission, supports KYC resolution, provides fraud remediation at account opening, and manages risk for account holders making account changes.

By employing a data-driven examination of both the document and the associated identity in near real-time, ID Connect 2.0 delivers a comprehensive authentication assessment without damaging the customer experience.

<sup>1</sup>Gartner "Take a New Approach to Establishing and Sustaining Trust in Digital Identities", May 2017

## Verify the Identity and the Document

While many solutions strictly focus on validating the document itself—looking for signs the ID may be counterfeit—ID Connect 2.0 focuses on the data to screen both the document and the associated identity. This helps determine whether the information on the ID is valid and if it has been associated with other identities or fraud in the past.

ID Connect 2.0 is able to verify the identity and the document based on the power of the ID Network®—one of the nation's largest networks of cross-industry consumer behavioral data—to provide a data-driven approach to verification.

And while the time-intensive document-validation approach utilized by most photo capture solutions can introduce costly delays into the customer experience, ID Connect 2.0 provides authentication insights in near-real time. The end result is a robust form of photo authentication that's both more complete and lower friction than other offerings in the market.



### Verify the Document through data

#### License Photo Database:

Runs the ID Photo against a database to see if it's tied to another ID

#### License Number Caution-List:

Runs the license number against a database of known fraudulent numbers



### Verify the Identity through data

#### Insight into Identity Legitimacy

Leverages the ID Network to evaluate whether individual identity elements have an established, safe relationship

#### Insight into Fraud History Legitimacy:

Leverages the ID Network to evaluate whether individual identity elements have past history of application fraud

## ID Connect Provides Customer-Friendly Authentication

ID Connect 2.0 stands apart from traditional photo-capture authentication tools with a data-driven approach that is:

- **More Comprehensive** – screens both the document and the associated identity, examining the data itself to provide a more complete authentication
- **Lower Friction** – delivers authentication insights in near real-time, reducing wait-time and friction across any customer channel

For more information about ID Analytics' solutions, contact us at [sales@idanalytics.com](mailto:sales@idanalytics.com) or 858-312-6200 or visit [www.idanalytics.com](http://www.idanalytics.com).