

Authentication solutions
from Experian

Single out fraudsters at point of
sale without paper-based proofs



“When evaluating solutions to help us cut back fraud, Experian was the clear favourite. We were impressed by the volume of data that Authenticate uses to prove identity and highlight fraudulent transactions. Since using the product, we have seen a noticeable reduction in time spent on fraud and as such our ordering process is much slicker.”

Kyle Heywood
Website Manager
Beaverbrooks

All retailers want to get customers through the checkout, online or offline, quickly and smoothly. However, fraudsters are becoming more sophisticated. In 2007, the UK retail industry lost £290.5m through credit and debit card fraud carried out via channels such as the internet.

Establishing the identity of customers can prevent fraudsters accessing goods and can help retailers avoid the risk of chargebacks. However, whilst security measures should be robust enough to identify suspicious transactions at point of sale, they must not slow down the sales process as this can lead to genuine business going elsewhere.

Why paper documentation doesn't work

Traditionally, documentary evidence – such as passports, driving licences and utility bills – is used to confirm a customer's identity. However, this does not always mitigate the risk of identity fraud and can also impact an organisation's relationship with its customer, because:

Documents can be easily forged or bought and forgeries can be hard to detect.

Customer documents may be lost or stolen – the onus is on them to send copies of their identity documents via post for approval.

Delays in the ordering process can lead to customer drop-offs – customers shopping online want instant decisions and quick access to goods and services.

The electronic alternative

Experian's authentication solutions offer a faster and more secure solution. They are capable of electronically verifying an individual's identity in seconds which can help organisations to:

Speed up application processes – identity checks can be done instantly at the point of sale.



Prevent fraud – highlights developed identities, card-not-present or potential delivery fraud.

Reduce costs – up to 90% cheaper than paper based alternatives and helps retailers avoid chargebacks.

Improve the customer experience – customers will not be required to provide paper documents.

Prevent under-age purchases – checks an individual's age for age-restricted goods and services.

Experian delivers its authentication solutions to organisations throughout the UK. By combining its unrivalled data assets and its anti-fraud expertise, Experian can help identify potential fraudsters at the point of customer acquisition. The services positively authenticate the consumer's identity in seconds. An individual's biographical data is matched against over **1 billion** records Experian holds to verify consumers.

How electronic authentication works

An individual's biographical data is compared against Experian's vast databases, which contain an array of biographic footprints established for UK citizens.

To validate and verify an applicant's personal identity, it is essential that the following criteria are satisfied:

Validity – establishes existence of a real world identity by corroborating details supplied against the evidence held in Experian's databases.

Verification – establishes that the subject of the transaction is the owner of the real world identity by verifying biographic details that only they are likely to know.

Address confirmation – matches the proven identity to a current residential address.

The data retrieved for each consumer is measured in three dimensions – breadth, depth and quality – to determine the degree of confidence associated with the identity being genuine.

An authentication decision (yes, no or refer) is then given in seconds. This enables more approvals and dramatically improves the customer's online experience.

About Experian

Over the past five years, Experian has been a pioneer in the development of online and real-time electronic personal identity authentication solutions. As a result, Experian provides proven methods of personal identity authentication. The solutions enhance service delivery, whilst enabling effective detection and prevention of identity fraud in real-time.

Experian's authentication solutions already benefit organisations throughout the UK and across the globe. Our expertise has been established through regular contact with industry groups, the industry regulators and through close working relationships with our clients.