

# 192 Global-ID

Enabling your business to verify customer identities  
all over the world



## Global identity checks for global businesses with global customers

**Congratulations. Your business has gone global, your customer base is multinational, your brand instantly recognisable and your website and call centres taking orders 24 hours a day, 365 days a year but...**

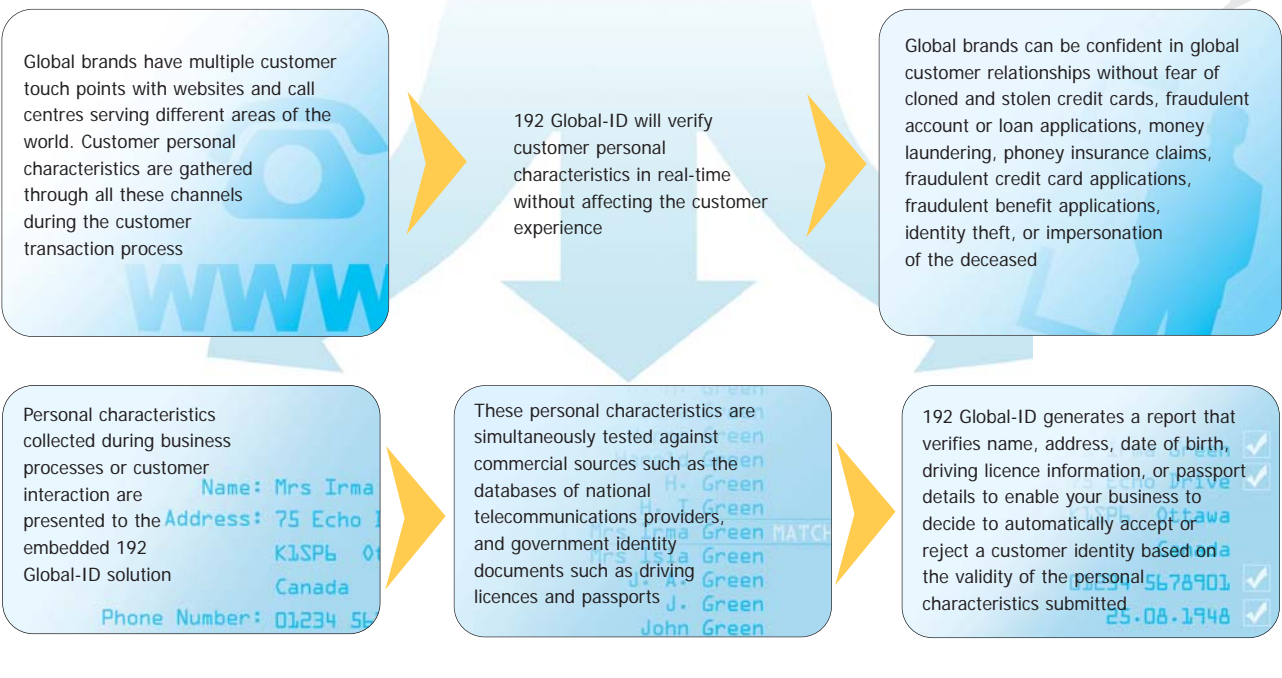
**...is it all going to plan though? Are you going to tell The Board about**

- The latest identity theft scams from Europe
- The new customer accounts have been opened with fake names and addresses in North America?
- The English customers that died 5 years ago who are still calling your call centre and ordering the latest product lines?
- Record e-commerce revenues for the quarter, but 20% of the revenue is being charged-back because goods were transacted with stolen or cloned credit cards?

## Integrating a seamless defence against the fraudster at the heart of your business

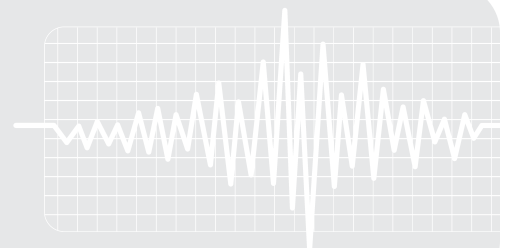
When the fraudster comes to your site or call centre, they've got one thing in mind - to use an identity to "buy" goods or services from you without revealing their true identity. No matter what national market you're working in, you'll already be gathering personal details as part of the purchase process and it's these personal characteristics that can be used to catch out the fraudsters. 192 Global ID is a simple front office xml solution to challenge and beat the fraudsters!!

**Customer identity is verified and the customer experience remains unaltered .....**



## No Verification - No Customer?

Of course, there's no point in implementing an identity checking solution that lets you down when you can't verify a name and an address. Good honest customers sometimes just won't be in national name and address databases for a number of reasons. With 192 Global-ID your brand can verify customer names and dates of birth using driving licence and passport information or even by capturing their voiceprint during the customer transaction.



## How can 192 Global-ID verify global customer names and addresses in less than a second?

192 Global-ID can be integrated into the customer transaction process in your company's website and a customer name and address checked and verified in less than a second without the customer even noticing!

Alternatively when integrated into call centre applications, 192 Global ID becomes a powerful tool for call centre agents to check and verify names, addresses and phone numbers.

	Adult names and addresses in country databases (million)	Web		Call Centre			
		Customer ID and Date of Birth using name and address databases	Customer ID and Date of Birth using driving licence or passport information	Look-up customer address using full or partial name	Verify Customer customer using full or partial address	Verify Customer name and address using home phone number	Verify customer ID and date of birth using driving licence or passport information
Austria	3	✓	✓	✓	✗	✓	✓
Belgium	3.5	✓	✓	✓	✓	✓	✓
Canada	18	✓	✓	✓	✓	✓	✓
Czech Republic	3.4	✓	✓	✓	✗	✗	✓
Denmark	2.8	✓	✓	✗	✓	✓	✓
Finland	0.5	✓	✓	✗	✓	✓	✓
France	34	✓	✓	✓	✓	✓	✓
Germany	40	✓	✓	✓	✓	✓	✓
Holland	7	✓	✓	✓	✓	✗	✓
Hungary	3	✓	✓	✗	✗	✗	✓
Ireland	1.6	✓	✓	✗	✓	✗	✓
Italy	22	✓	✓	✓	✓	✗	✓
Norway	1.7	✓	✓	✓	✓	✓	✓
Portugal	4	✓	✓	✓	✓	✗	✓
Spain	20	✓	✓	✓	✓	✗	✓
Sweden	5.8	✓	✓	✓	✓	✓	✓
Switzerland	3	✓	✓	✓	✓	✓	✓
USA	140	✓	✓	✓	✓	✓	✓

Our relationships with key data suppliers across the globe such as government bodies and commercial companies ensure that we're the only company to be able to provide a global identity checking solution using database name and address checks in addition to passport and driving license checks.

## Global brands demand global solutions

The list of tricks employed by the fraudster is always growing.

Isn't it time that you prepared your defence against the fraudster?

The answer of course is to look at every customer from a risk perspective. The difficulty for global brands is how to validate customer identity in real-transaction-time in every market that you serve.

One solution may be to employ an army of operators to look at every transaction, either offshore or closer to home but this is going to cost time and resource and eat into profits.

There is another answer of course. 192 Global-ID is an identity check solution that enables you to verify the name and address of every global customer in real-time when they come to your website or call centre. A verified identity, for every transaction, in less than a second. And you can ensure that the cost of transactional confidence is in perspective to the value of your customer transaction.

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*192 Global-ID provides us with greatly improved confidence that each customer is who they say they are and is a strong deterrent to underage gamblers. As a prominent global provider we have a responsibility to provide due diligence in this area*



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## To find out more

Call our retail identity verification team on **0207 909 2192**

Request a call back at [www.192business.com/contact](http://www.192business.com/contact)

Learn more at [www.192business.com/id](http://www.192business.com/id)

E-mail us your questions at [id@192.com](mailto:id@192.com)