

192 Safe-ID

A global identity verification solution that won't reject valid honest customers



Is your ID check system rejecting valid honest customers?

Your business has probably already chosen to implement a name and address identity checking system into your website. Perhaps you're trying to defend your business against the fraudster, perhaps you're making sure that your customers' identities aren't being stolen or maybe you're ensuring that underage customers don't get served on your site.

If you've got this far, then your business is probably facing a tough decision right now - What should you do when you can't verify a customer name and address? Reject the customer? Lose £, \$ or €....? Not necessarily.....

Traditional ID check systems often reject potential customers

When customers come to your website through hard-fought marketing campaigns it goes without saying that the last thing your business needs is to reject valid, honest customers. In fact it's not uncommon to hear about tense internal dialogues between company marketers, the IT function and fraud managers that results in a situation where customers are being rejected and turned away.



Customer is ready to transact on your site



Customer name and address details are checked as part of the transaction process but fail the standard name and address check



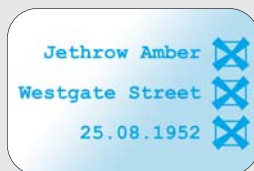
The transaction is denied, the customer cannot continue and the revenue is lost

But an ID check system shouldn't mean wasted or lost customer revenue

Now that you've done the hard work and driven customer traffic to your site there's another way to verify customers that are rejected by conventional name and address checks. 192 Safe-ID is a simple yet effective way of verifying valid customers whilst deterring fraudsters and auditing customer transactions. Here's how 192 Safe-ID can complement your online customer verification procedures without rejecting valid honest customers.



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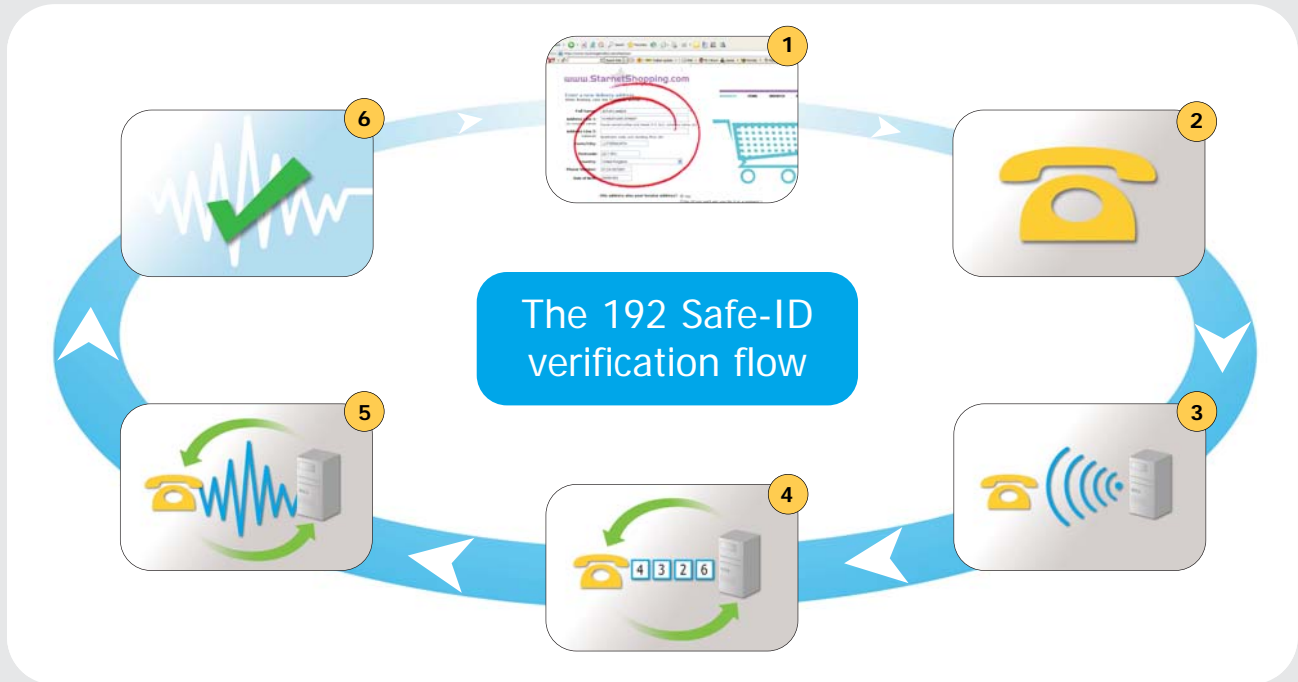


So the customer and revenue isn't lost, 192 Safe-ID seeks an alternative verification by calling the customer direct on their mobile/cell or landline



The real customer is verified and the fraudster deterred using 192 Safe-ID

Here's how it could work for your business



- 1 During the customer purchase process, personal characteristics are gathered and most identity check systems will quickly and quietly verify characteristics such as name and address without the customer even knowing.
- 2 When there is no successful name, address or date of birth match against personal characteristics, 192 Safe-ID is deployed as a voice verification tool. This process is initiated by collecting the customer's home phone number or their mobile/cell number.
- 3 192 Safe-ID configures your website to automatically call the customer phone number during the transaction. 192 Safe-ID can call any network in any country and the customer won't have to enter any country dialling code.
- 4 The customer answers this automated phone call and is given a four-digit PIN over the phone, which they are asked to enter into a field integrated into your site, thereby verifying the customer transacting on your site to the phone number that they have been called on.
- 5 The computerised voice asks the customer to state their name and date of birth which is recorded and saved thereby capturing a unique personal characteristic, namely a voice print.
- 6 Once the voice print and the PIN code processes are completed, the transaction can proceed with confidence.

After all...would the online fraudster allow themselves to be tracked to a phone number and a voice print any more than a bricks and mortar burglar would leave their fingerprints at the scene of a crime.....?

A name & address voice-led ID check system tailored to your business

As experts in identity verification we recommend a dual approach to ID verification. Name, address and date of checking should always be the first line of defence as this is cost-effective and is invisible to the customer.

A voice-led identity verification should either be used when the data check fails or there is no address database to check against. In this way, you can build a modular solution that is tailored to your business and tailor a Safe-ID implementation with name & address checking.

- **The Script** - We'll help you write the 192 Safe-ID script so that you can deliver a great customer experience whilst gathering an identity verification voice print from your customers
- **Global implementation** - We'll implement your script in whichever languages or dialects you need so that your customers feel at home when they transact on your site
- **The voice-over** - We'll help you find the right voice to communicate your brand with our voice identity verification technology

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*“The last thing we want is to allow a 10 year old child with their parents' credit card to gamble online. As a prominent global provider we have a responsibility to provide due diligence in this area”
Citadel Commerce*

The logo for Citadel Commerce, featuring a red crown icon above the word "Citadel" in a serif font, with "COMMERCE" in a smaller, all-caps sans-serif font below it.

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To find out more

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

Request a call back at www.192business.com/register

Learn more at www.192business.com/id

E-mail us your questions at id@192.com

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