



## SOLUTION OVERVIEW

# Identity verification and fraud prevention tools by TransUnion

One provider for multiple solutions that help secure trust between businesses and consumers across the customer journey



### Establish identity

Validating identities is the first step in building reliable trust between businesses and consumers. TruValidate helps businesses to efficiently establish the identity of a consumer, discern genuine from fraudsters, and confidently transact within a digital world.



### Authenticate consumers

Secure the consumer journey with modern authentication solutions designed to recognise and help protect genuine users without compromising the consumer experience.



### Prevent fraud

Leverage precise identity and digital data insights to detect potentially fraudulent behaviours, assess the risk of digital transactions, and stop fraud in its tracks.

TruValidate helps deliver an accurate view of each consumer by linking TransUnion's proprietary data with personal data, device identifiers and online behaviours across a range of products to suit your risk appetite. Take a multi-layered approach to fraud prevention that helps protect your business so that you can offer effective, personalised and friction-right experiences at every stage of the customer journey.

## Helping businesses confidently engage with consumers digitally

### → Deliver friction-right journeys

Layering multiple solutions improves confidence in your decision making while delivering an easy and secure experience with the right amount of friction for consumers.

### → Flexible integration into one platform

Pool your identity and fraud solutions into one platform built to streamline your verification needs and supply actionable insights.

### → Continuous risk assessment

It's imperative to employ an integrated, continuous process where any interaction is examined for potential risk or fraud to support the ever-changing regulatory landscape.

### → A more precise view of the consumer

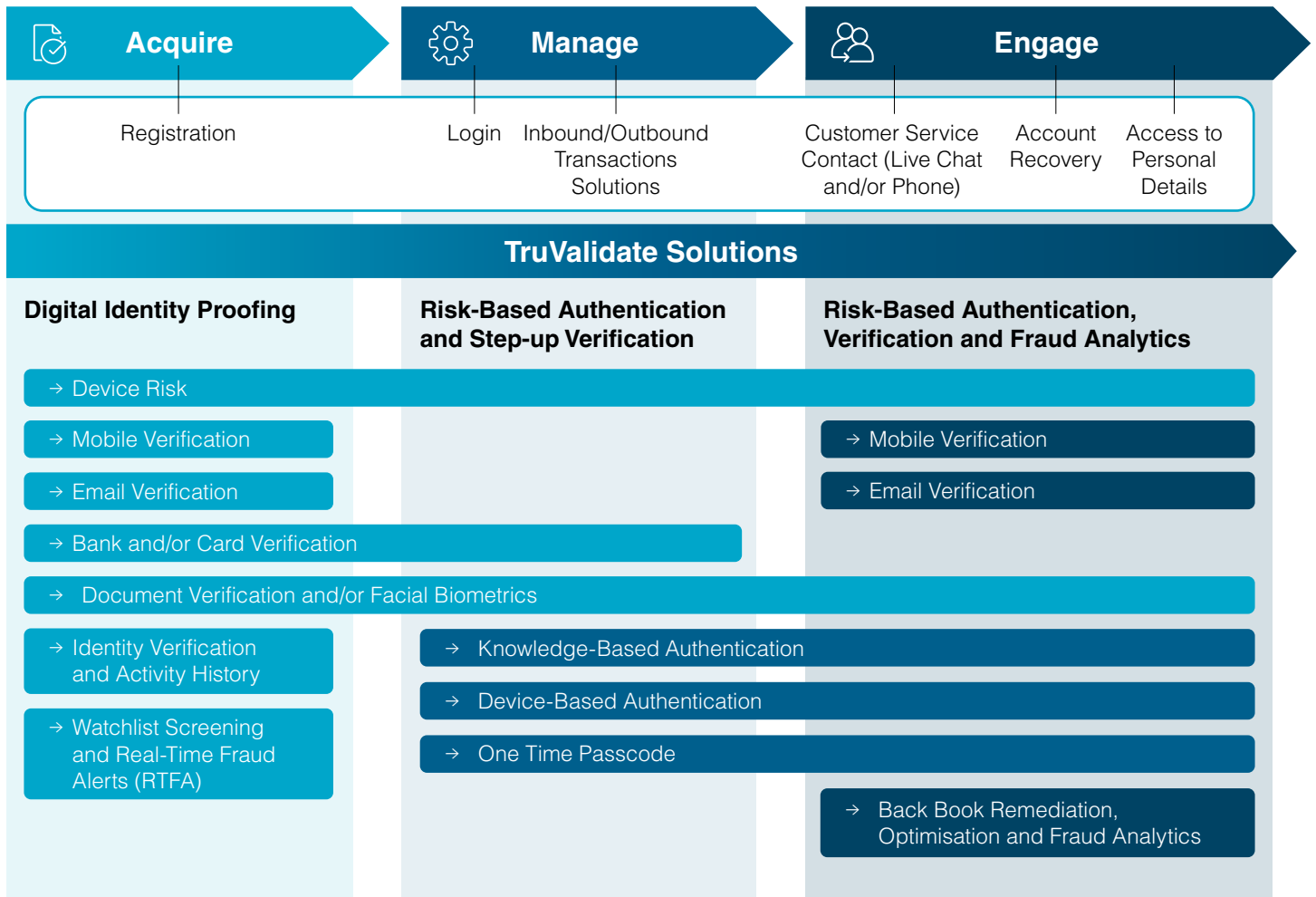
Robust, automatic impersonation checks are designed to help improve fraud detection, reduce fraud losses and improve your bottom-line performance.

Consider the Identity and Fraud Prevention Team as your trusted partner, always looking at the best outcomes for you at every step. Hundreds of businesses already trust TruValidate to deliver across four key areas:

- **Customer experience:**  
Reduce abandonment rates and improve retention by managing friction across the online experience.
- **Operational efficiency:**  
Lower referral rates and operating costs through trusted automation.
- **Regulatory compliance:**  
Help protect against financial risk of fines and lost business as a result of regulatory scrutiny or negative impacts on reputation.
- **Fraud prevention:**  
Improve fraud detection and bottom-line performance while lowering fraud losses.

## Work smarter with TruValidate

Highly flexible configuration options layered throughout the customer journey for maximum support:



Want to know more about how TruValidate can help reduce fraud, boost customer acceptance rates and deliver a friction-right experience across the full customer journey?

Get in touch by calling **0113 868 2600** or visit: [transunion.co.uk/truvalidate](https://transunion.co.uk/truvalidate)