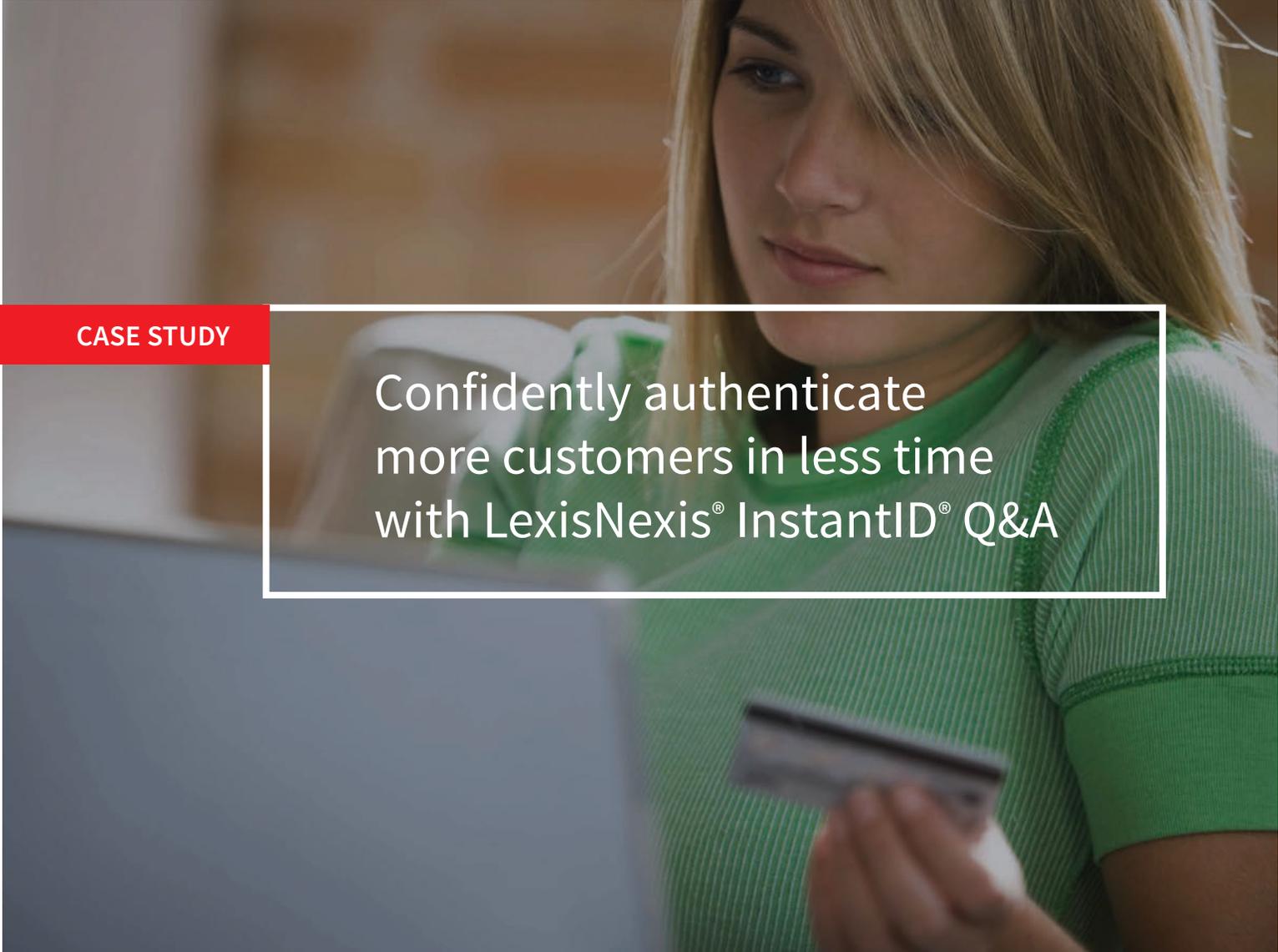


## CASE STUDY



Confidently authenticate  
more customers in less time  
with LexisNexis® InstantID® Q&A

### Overview

A major global financial services provider—serving 48 million customers with retail, corporate, investment banking, credit cards and wealth management products—was in need of a real-time consumer knowledge-based authentication (KBA) solution for its U.S. Credit Card Division. The client integrated LexisNexis® InstantID® Q&A—a dynamic KBA technology that confirms a consumer’s identity in seconds by leveraging a wide range of non-intrusive questions—helping quickly establish a trusted customer relationship and fulfill Financial Institutions’ authentication mandates.

## The challenge

The client needed to increase fraud deflection without inconveniencing its customers with a stringent authentication experience. When customers encounter a harder KBA quiz or the quiz results in a false failure, the consumer experience suffers.

The client's legacy Verid platform was also slow to respond for a small subset of outlier transactions, further degrading the consumer experience.

## The solution

The client upgraded to the **LexisNexis® Risk Defense Platform** and integrated the newest version of **LexisNexis® InstantID® Q&A**. The Risk Defense Platform can access a suite of proven LexisNexis verification, authentication and fraud analytics products to adapt the authentication experience in real-time, according to the risk of a transaction. By combining InstantID Q&A enhanced capabilities with the flexibility of a single, advanced decisioning platform, the client is in an ideal position to address its pressing challenges without any additional implementation effort.

## The results

After upgrading to the version of InstantID Q&A offered through the Risk Defense Platform, the client recorded discovery rates of 99.5% and pass rates of 86.1%, an improvement of 1.7% and 4.3%, respectively. The Risk Defense Platform also provided significant improvements to response times. With fewer false failures and faster response times, more genuine customers now pass the quiz and enjoy the client's services in less time.

### Improved key metrics on Risk Defense Platform



The client also benefits from the latest enhancements to Identity Event Monitoring, which offers superior fraud deflection by flagging suspicious identities with expanded data sources that greatly improve the consumer experience for genuine customers.

As the client grows and expands its services, InstantID Q&A and the Risk Defense Platform will help address the diverse and complex business challenges this client faces. A robust fraud deflection platform—combined with the flexibility to offer a range of best-in-class authentication options, such as One-Time Passwords and Document Capture—ensures the client is ready to meet and exceed its business goals.

For more information, call 800.869.0751  
or visit [lexisnexis.com/risk/products/financial/instantid-qa.aspx](http://lexisnexis.com/risk/products/financial/instantid-qa.aspx)



Financial Services

#### About LexisNexis® Risk Solutions

At LexisNexis Risk Solutions, we believe in the power of data and advanced analytics for better risk management. With over 40 years of expertise, we are the trusted data analytics provider for organizations seeking actionable insights to manage risks and improve results while upholding the highest standards for security and privacy. Headquartered in metro Atlanta, LexisNexis Risk Solutions serves customers in more than 100 countries and is part of RELX Group plc, a world-leading provider of information and analytics for professional and business customers across industries. For more information, please visit [www.lexisnexisrisk.com](http://www.lexisnexisrisk.com).

Our financial services solutions assist organizations with preventing financial crime, achieving regulatory compliance, mitigating business risk, improving operational efficiencies and enhancing profitability.

InstantID Q&A provided by LexisNexis is not provided by "consumer reporting agencies" as that term is defined in the Fair Credit Reporting Act (15 U.S.C. § 1681, et seq.) ("FCRA") and does not constitute a "consumer report" as that term is defined in the FCRA. InstantID Q&A may not be used in whole or in part as a factor in determining eligibility for credit, insurance, or employment or for any other eligibility purpose that would qualify it as a consumer report under the FCRA. Due to the nature and origin of public record information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified.

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