

Seamless authentication
and proactive customer support
require a connected view



Contact center fraud is becoming more common, but fraud prevention practices often add friction to the customer experience. **Businesses need to balance friction and fraud risk to protect themselves while meeting customer expectations.**

Agents often spend their time authenticating customers instead of solving problems, leading to longer call times. Automated authentication can help, improving the immediate customer experience and saving time to serve others.

A disconnected customer view creates layers of challenges:

- *Inconsistent management — account level vs customer level*
- *Incomplete awareness of customer financial health can result from ineffective linking and data management*
- *Cumbersome authentication and case resolution*
- *Missed opportunities for cross-selling*
- *Uncertainty around compliance*
- *Lagging pursuit of remediation and expansion openings*

Financial institutions and consumers agree that improvements are needed in the contact center experience

65%

of U.S. financial institutions chose phone calls as the most likely channel for fraudsters to perpetrate scams.¹

81%

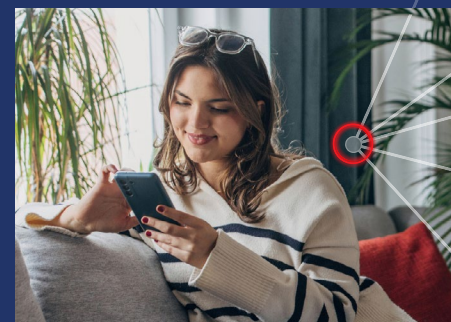
of U.S. consumers prefer authentication methods that verify their identity “simply, quickly and safely.”²

\$15M

the amount organizations estimate they lose each year due to poor data quality.³

90%

of customers prioritize a quick resolution of their issues when reaching out to contact centers.⁴



Contact center capabilities from LexisNexis® Risk Solutions can help mitigate your customer service challenges



Authenticate your customers quickly and efficiently

Every second counts for your contact center agents and their customers. Even so, your pursuit of convenience should not conflict with security. We can provide robust multi-factor authentication designed for speed, while prioritizing the protection of consumer identities. You can be confident that each interaction is safe and verified quickly and securely across all communication channels.

Contact centers also face an evolving fraud landscape. Advanced detection systems help prevent fraud while reducing false positives. Our technology — built on a foundation of real-time monitoring and data protection — enables you to provide uninterrupted service to legitimate customers.

Which solutions align with your authentication needs?

Identity Verification and Authentication

- Solutions: LexisNexis® InstantID® and LexisNexis Risk Management Solutions®
- Outcomes: Deliver a holistic customer view that helps prevent risk while prioritizing compliance.

Fraud Prevention

- Solutions: LexisNexis® InstantID®, LexisNexis® One Time Password, LexisNexis® Push Authentication, LexisNexis® Phone Finder, LexisNexis Risk Management Solutions®
- Outcomes: Support rapid verification, enhance pass through, reduce false positives, remain compliant and reduce operating costs.

Our Solutions can Help Improve Your Authentication Efforts

- Provide customers with a superior interactive experience, in the form of answer selection, response times and evaluation criteria.
- Remain comfortably within your risk tolerance.
- Leverage industry-leading identity verification, fraud analytics and consumer authentication services to optimize risk decisioning.
- Support rapid transaction decisions with streamlined identity verification while controlling data costs.
- Maintain FCC compliance while refining self-serve authentication tools.



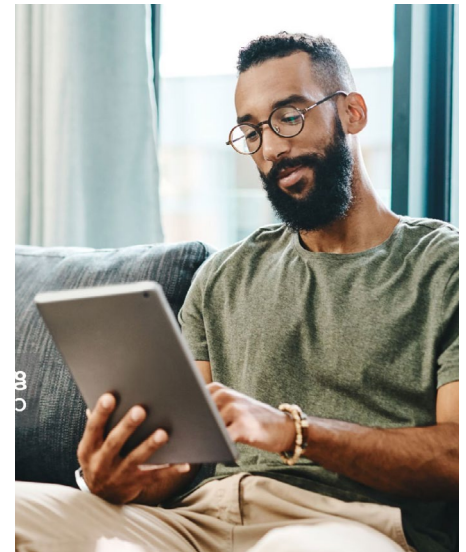
Connect disparate data streams for a 360-degree customer perspective

The ideal customer experience depends on your ability to extract reliable data insights. You can provide a streamlined, elevated experience by balancing automated and personalized service offerings. This is made possible by our foundation of strong data hygiene that enables access to more up-to-date information across accounts.

A connected view of customers also boosts authentication and account management performance. It allows you to drive customer expansion and remediation, improving retention while helping to remain know-your-customer (KYC) compliant.

Which solutions align with your connection needs?

- Solutions: LexisNexis® Consumer Data Management
- Outcomes: Our consumer data management solution blends extensive data coverage with patented linking technology and advanced analytics. Identify, cleanse and link your customer database to achieve a better, more connected view of relationships across accounts. Use our clean, robust data to help remain FCC compliant.



When you link disparate datasets, you enable a **more comprehensive** view of your customers, **simplify** account management, and **enhance** overall contact center efficiency



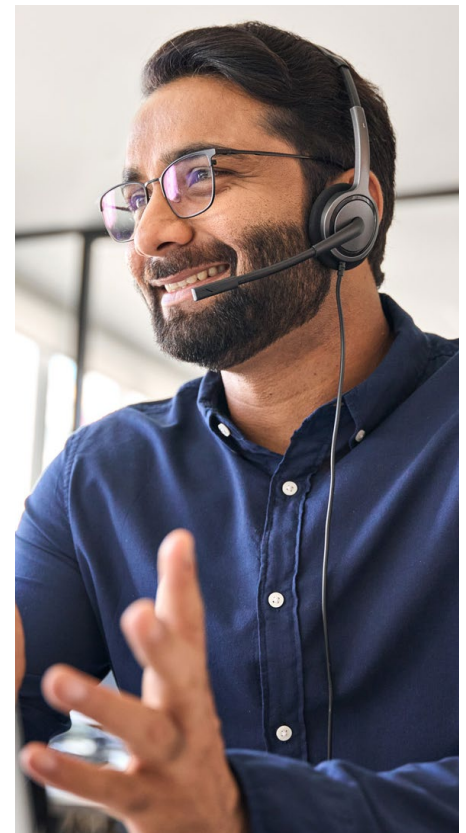
Predict customer needs to improve efficiency and ROI

Your agents should be solving high-value problems in the least amount of time. By leveraging predictive insights, you can reduce call length and empower your agents to extend personalized offers, driving expansion and remediation strategies along the way.

Account management is too important to your overall ROI to be left to chance. The rapidly evolving world of consumer expectations in the contact center segment demands close attention to detail and a more comprehensive view — both of which are made possible with predictive insights and alternative data.

Which solutions can deliver predictive insights?

- Solutions: LexisNexis® RiskView™ credit solutions, LexisNexis® Profile Booster
- Outcomes: Resolve issues more quickly with predictive insights made possible by our account management solutions. You can also extend additional offers and streamline remediation, enhancing the customer experience and accelerating business growth.



How predictive insights can benefit your contact center

Our advanced analytics tools provide you with actionable insights related to creditworthiness. For nearly the entire U.S. adult population, it is now possible to optimize pre-qualification strategies and cross-sell additional offers.

For the customer, that means a streamlined and efficient experience. For your business, it means the peace of mind that comes with the ability to meet customer needs while remaining profitable.



Ditch disconnected views for seamless authentication and robust customer support

Contact us to learn more about how to maximize your contact center operations with LexisNexis® Risk Solutions.

risk.lexisnexis.com/article/contact-centers

About LexisNexis Risk Solutions

LexisNexis® Risk Solutions includes seven brands that span multiple industries and sectors. We harness the power of data, sophisticated analytics platforms and technology solutions to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit [LexisNexis Risk Solutions](#) and [RELX](#).

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