

## Optimize Identity Authentication and Customer Experience

When it comes to accurate identity authentication, asking the right questions can rival getting the right answers.



We all use questions to discover more about an individual when we first meet them: *Hi, it's nice to meet you, Katie. Do you live nearby?*

It's a natural way to get to know someone we are meeting for the first time. We also ask questions when we meet someone again, after having met them before, to make sure it's the same person:

*Hi Katie, I know we've met, but are you the Katie that lived in Boston?*

We call this natural way of authenticating individuals

**Question Based Authentication.**

Customers have experience with knowledge-based authentication (KBA) quizzes that are sourced from traditional credit data but aren't used to question sets with more variety. These new options include having the ability to answer a question over SMS or tailor questions toward something the customer provided or activities in the customer's account.

The LexisNexis® InstantID® Q&A question engine is the method we use at LexisNexis® Risk Solutions to authenticate consumers — using facts about them from a variety of sources. With Question Based Authentication, new consumers can be authenticated in seconds using secure authentication questions generated by our data-linking technology that combines instant access to billions of public records with credit header data. Previously authenticated consumers can be asked additional questions for repeat authentication attempts, using questions from facts that the consumer provided or from attributes that relate to their account activity after they obtain access to your site.

## Many applications. One solution.

Your organization can rely on LexisNexis® InstantID® Q&A to help:

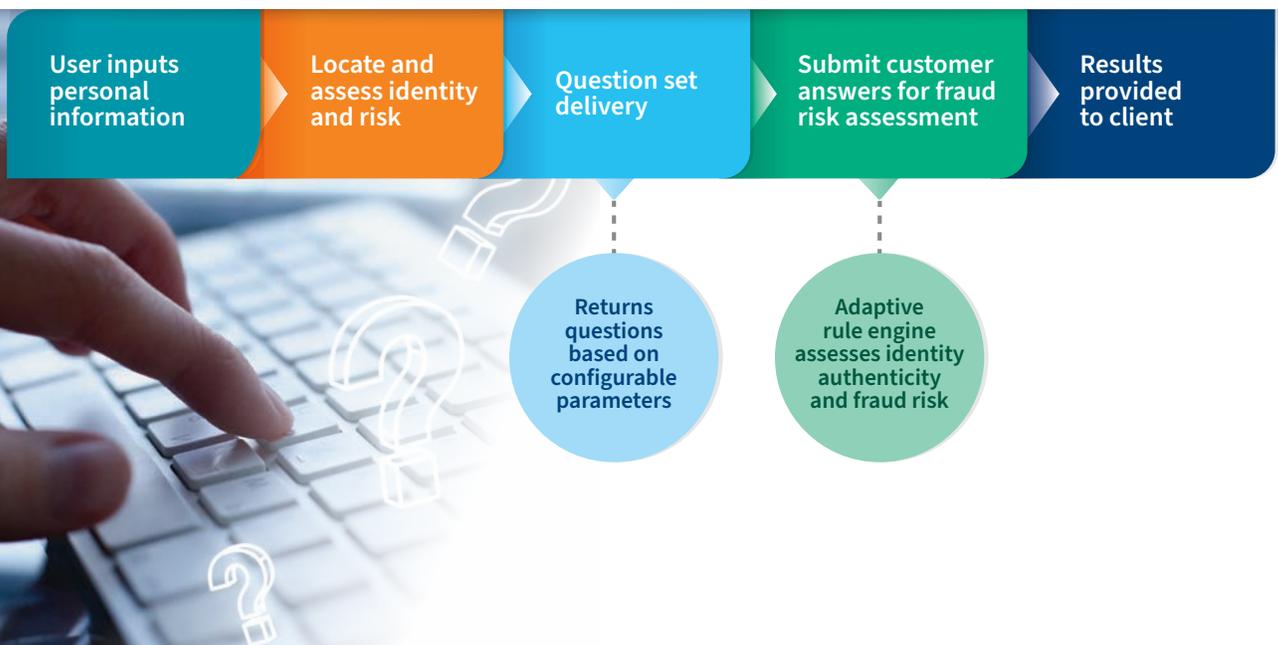
- **Protect your organization from identity fraud** in connection with account openings and updates, instant credit applications, money transfers, retail purchases and changes in payment methods or change events.
- **Authenticate the identity of consumers** — reducing your risk of identity theft losses — while helping to protect your customers.
- **Improve service to customers from remote service channels**, such as point of service, online account management and call centers while fighting fraud at the point of customer contact.

## Implement InstantID Q&A quickly and easily

InstantID Q&A can be deployed quickly across multiple channels: call center, online and mobile. There is an easy-to-use web portal with turnkey authentication processing, or the solution can be seamlessly integrated via API or an advanced web services interface.

InstantID Q&A can be utilized with identity verification and fraud scoring tools for enhanced risk-based authentication. The ability to access such capabilities on a single platform allows greater flexibility and customization based on risk, enabling you to tailor your authentication on a per-transaction basis via a single API.

InstantID Q&A provides your customers and prospects with pleasant, efficient and secure interactions with your business, while providing you with fast, reliable and automated identity authentication and fraud management. It can also help you increase approval rates and revenues, reduce operational costs and remain compliant with expanding due diligence regulations.





## InstantID Q&A benefits you and your customers

- Create a stronger customer experience and establish a trusted relationship quickly
- Increase revenue with faster onboarding of new accounts and quicker processing support for repeat activities
- Reduce losses from fraud with enhanced user authentication
- Improve your margins by reducing operational costs of authenticating users; including the costs of exceptions processing and manual processing
- Improve approval rates of originations across multiple channels while minimizing lost revenues from high abandonment rates



## Who uses InstantID Q&A?

- 7 of the global top 40 software organizations (according to Forbes Top 2000)
- 6 multinational banks
- 4 of the world's largest payment processors
- 2 of the world's largest online marketplaces
- 2 of the largest retailers in the U.S.

## Take identity authentication to the next level

- **Expand customer touchpoints while mitigating identity fraud:** Balancing the efficiencies gained from using remote service channels with the growing identity threats from increased social networking and more sophisticated fraudsters demands advanced tools to protect your organization, prevent and detect identity theft and remain compliant.
- **Confirm identities on the spot in real-time:** You can meet these challenges with InstantID Q&A. The solution confirms a consumer's identity in seconds and gives your business an easy, real-time way to fight identity fraud at multiple points of customer contact.
- **Incorporate your own data for added security:** You can integrate your organization's own data into InstantID Q&A, which is especially valuable when an identity has been proofed but your organization needs to do step-up authentication for a particularly risky or sensitive transaction.
- **Protect against identity fraud by leveraging billions of public records:** Sophisticated analytics build a comprehensive knowledge profile that guides the consumer through an intuitive and unobtrusive Q&A process. Our advanced data-linking technology combines instant access to billions of public records with credit header data to generate reports and provide a robust source of questions that are top of mind for your customer.
- **Customize the solution for your business requirements:** Built-in intelligence and proprietary matching algorithms power the InstantID Q&A question engine, which dynamically develops multiple answers to personal questions at various knowledge levels. It's easy to adapt the process to your policies, measure risk as questions are asked and configure scoring parameters and escalation procedures to fit your business requirements.
- **Employ risk-based authentication tools for decisioning:** InstantID Q&A allows you to easily include additional identity verification and fraud scoring tools on our solutions platform, to adapt the level of the authentication challenge to the risk of the transaction.
- **Receive alerts on identity events:** If an identity has been highly searched, within LexisNexis® Risk Solutions and/or third-party services, there is increased likelihood that an unauthorized individual is trying to find additional information about the person. We alert you so precautions can be taken, such as using a more difficult KBA quiz or an alternative authentication method.

## Authenticate consumers by asking unique questions

For additional fraud security, InstantID Q&A can be enhanced with Shared Secret Questions and Customer Data Driven Questions.

**Shared Secret Questions** asks consumers to answer security questions during an enrollment process. By design, these questions should be unique, and their answers should not be obtainable through credit reports, social media, online searches or other resources. Queries can be on any topic. They can be fill-in-the-blank questions, such as “What is the first name of your childhood best friend?” or multiple choice, “Which of the following is your favorite football team?”

Another add-on feature for InstantID Q&A is **Customer Data Driven Questions**. Using data only available within your organization, you ask questions such as, “What is the amount of your recurring monthly payment to our company?” Your own organization provides the correct answer, while the quiz engine generates the incorrect choices.

Answers to Shared Secret and Customer Data Driven Questions require knowledge that fraudsters are unlikely to have. When combined with InstantID Q&A, they add another level of secure authentication without introducing friction to the consumer experience.

## Multi-factor authentication via SMS

Multi-factor authentication is a security enhancement that requires two pieces of evidence for identity. While more robust than single-factor authentication, it’s asking a lot of the user. A better alternative, one that achieves the same goal but reduces friction, is LexisNexis® InstantID® Q&A via SMS.

It leverages the same powerful content of traditional KBA but only asks a single question. It sends multiple answer choices via SMS text to a phone number associated with that consumer. When the consumer answers, you’ve confirmed their response as well as their possession of the associated phone.

For more information on how LexisNexis® InstantID® Q&A can help provide identity authentication that improves margins and drives business growth, visit [risk.lexisnexis.com/products/instantid-q-and-a](https://risk.lexisnexis.com/products/instantid-q-and-a)



### About LexisNexis® Risk Solutions

LexisNexis Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. 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 [www.risk.lexisnexis.com](http://www.risk.lexisnexis.com) and [www.relx.com](http://www.relx.com).

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