Identity Proofing on Kount® 360

The platform's identity fraud protection capabilities

What is Identity Proofing

Identity Proofing on Kount 360 lets you go beyond verifying the information provided and gives you assurance that the identity exists and is authentic. You have full flexibility to set customized strategies and policies that speak directly to the needs of your business in one simple API call. Identity Proofing also offers a full portal experience complete with a dashboard, analytics, and a purpose-built case management tool.

Components of Identity Proofing

With Identity Proofing, you can be confident that you are interacting with the right customers given our ability to provide a comprehensive check of identity legitimacy.

Portal experience
Manage all the tools and services you use from the Kount 360 portal. View analytics and customize the experience of your identity proofing tool.

Identity verification checks
Verify the PII of an individual identity by leveraging our robust data network and industry-leading AI and machine learning models.
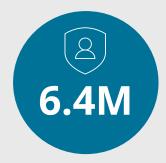
Step-up authentication
After verifying an individual, send step-up protocols so the consumer can prove they are the rightful owner of the identity.

$47B

Estimated amount of losses from identity fraud in 2024[1]

6.4M

Number of identity theft and fraud cases reported to the FTC in 2024[2]

Identity Proofing Capabilities

Perform identity verification to ensure the information provided is real, affiliated with the person, and can be trusted.

Perform step-up authentications such as OTH to Email or OTP to SMS or Email.

Complete initial screenings against sanctions watchlists in compliance with AML laws.

Monitor application velocities and prefill input forms.

Complete Document Verification and perform facial recognition biometric checks.

Check for synthetic identities and verify that an individual identity is legitimate.

Top benefits of using Identity Proofing on Kount 360

Get a complete view of identity risk with our unique and expansive data covering a broad array of identity data points.

Customize your workflow to fit your business needs and quickly make changes as your needs evolve.

Streamline onboarding processes and give your customers a smooth, positive experience.

Utilize multiple solutions from a single provider — eliminating the need to manage multiple point solutions — without compromising your goals.

Achieve better outcomes by orchestrating various verification and authentication methods, and customizing a fully flexible strategy in a manner that suits your specific organization's needs.

Learn more about Kount 360 & its capabilities: kount.com/kount-360