

Navigating fraud across the customer journey.

Fraudsters attack every stage of the consumer’s journey. However, implementing a layered approach to fraud at various stages and across different channels can help:

- Deter fraud and protect revenue by increasing friction for fraudsters
- Speed up legitimate purchases by reducing customer friction
- Protect against fraud losses at every stage of the customer journey
- Fuel deeper, more meaningful and trusted omni-channel engagement

How to prevent fraud in each customer journey phase.

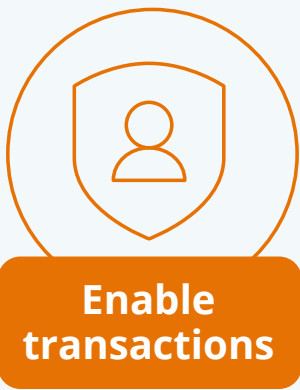


Best practice

Verifying and validating identities across channels

Key strategies for success

- Real-time verification of a phone, email, or device with an identity to confirm digital legitimacy using multi-factor authentication
- Ability to pre-fill forms with authenticated consumer data to streamline applications and reduce data entry error



Best practice

Verifying and validating employment, income, and ability to pay

Key strategies for success

- Use soft credit pulls to provide digital browsers with insight into the vehicles they are prequalified to purchase and information regarding affordability of such vehicles without impacting their credit
- Leverage data driven insights to structure deals that work, and provide quicker loan decisions

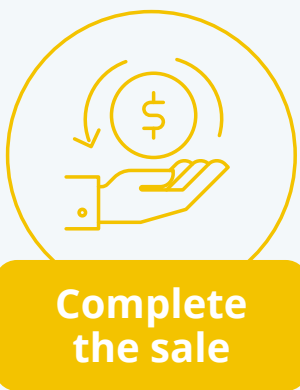


Best practice

Customizing your offers to the customer's needs and situation based on verified data

Key strategies for success

- Verify employment, income, and education data that validate an applicant's identity while providing detailed insights into buying qualifications, giving you more insight into customers' ability to pay
- Alternative data helps give a more holistic picture of your customer allowing you to better customize deals



Best practice

Verify and close on a deal and car right for your customer

Key strategies for success

- Use leading AI, machine learning, and biometric technologies, to securely complete the deal
- Reduce the need for manual verification processes to make it quick for customers but still secure for dealers



When battling fraud, there’s no such thing as a single solution.

However, when the right methods are introduced at the right stage of the consumer journey, businesses can take actionable steps to reduce fraud risk while still delivering a premium customer experience — one that starts with trust, continues with convenience and endures with loyalty.

Get in touch to learn the many ways Equifax can help you leverage data-led fraud prevention solutions to ensure a streamlined, highly secure transaction for your customers and dealers.

Please visit equifax.com or contact your representative for more information.