

# Retail Industry

Check Out the Best Way to Identify Real Customers and Increase Sales



## ExpectID®

Wouldn't you love to drive sales without it being labor intensive for your employees? Increase the speed of approval rates while reducing your costs? Fulfill orders quicker? Improve customer satisfaction? Use the same identity verification solution for phone and Internet orders? Adapt your fraud protection rules based on the changing demands of your business?

### We Know.

That's why we created the ExpectID suite of identity and age verification solutions. Our unique, patent-pending process instantly scours billions of public data records to confirm an identity or someone's age in a matter of seconds. Using customer inputs of name and address only, ExpectID quickly returns verification results without your customers even knowing a search has happened.

### The Complete, Flexible Solution for Verifying Customers

All IDology's products are designed to provide results for your customer-not-present sales channels either as stand alone solutions or in conjunction with any other offering; giving you the flexibility to take advantage of each product's benefits when you need them. When situations require more in-depth verification processes you can enable knowledge-based authentication which uses intelligent multiple-choice questions to verify if someone is who they claim. Or if you want to handle certain transactions differently than others you can easily change your product settings without relying on IT resources.

With IDology, you can keep transactions moving forward, increase fulfillment rates and ultimately drive more sales for your business.

### Advantages You Can Expect

---

- Faster approval rates to drive more sales
  - Higher fulfillment rates and improved customer satisfaction
  - Decreased costs through lower manual review processes
  - Reduced incidences of payment fraud
  - Complete, secure multi-channel solutions for identity and age verification
  - Flexible configuration that doesn't require IT resources to maintain
  - Easy implementation to have you up and running quickly
  - Complies with the guidelines of the Credit Card Associations
  - Company protection from the misuse of customer data by company employees
-

# Retail Industry

Check Out the Best Way to Identify Real Customers and Increase Sales

## Our Solutions

Verify Identity      Verify Age

### ExpectID®

A patent-pending process determines if an ID is valid based on name and address; can incorporate SSN4 or DOB.



### ExpectID® Age

Sets the industry standard for confirming someone's age in customer not present environments.



### ExpectID® IQ

Uses unique, intelligent multiple choice questions to validate a person is who they claim to be.



### ExpectID® Challenge

Presents additional questions to challenge someone who answered a certain number of ExpectID® IQ questions incorrectly.



## Features & Benefits

### Rules Based Technology Engine

All the ExpectID products are based on an advanced technology engine which lets you define how identity results are presented and how certain situations are handled giving you the ability to take immediate action if necessary, rather than holding transactions for manual review. Using our configuration engine businesses can set different "what now" scenarios for transactions based on higher dollar amounts or type or quantity of items not verified such as an address, and automatically escalate the verification to a secondary level to complete the pending customer transaction.

### Superior Performance

Identity and age verification processes happen in real-time to return instantaneous results. IDology's infrastructure is connected by multiple backbone providers to ensure that you have maximum uptime and superior performance unlike any other industry offering.

### Reporting

Comprehensive reports provide you with the information you need to analyze your processes and make immediate changes if necessary. ExpectID lets you customize reports specific to what you want to examine and provides permission-based access so you can determine who has access to the information.

### Responsible Data Use

Because the identification process is not based on sensitive information such as a social security number, your customers are comfortable with the amount of information they are required to share. Additionally, your employees only see the logical results determined from our patent-pending verification process thus shielding your company from any data misuse by an employee.

### Get To Know Us Better

Experience the IDology difference by scheduling a demonstration. Contact [info@IDology.com](mailto:info@IDology.com).

### Corporate Headquarters

One Overton Park  
3625 Cumberland Blvd., Suite 350  
Atlanta, GA 30339  
866-520-1234  
[www.IDology.com](http://www.IDology.com)