

Case Study

IDology Helps eLayaway Save Time & Money When Verifying A Customer's Identity

Like the name suggests, eLayaway allows its consumer members to take advantage of a traditional brick & mortar layaway concept and pay over time for Internet purchases. While the company's 'save and pay as you go' business model for merchandise is by nature less attractive to fraudsters than quick, one-time credit-card purchases, identity theft and payment fraud are still concerns that indicate high protection standards be used.

eLayaway offers consumers a flexible payment alternative to high-interest credit card purchases by allowing someone to reserve an item and set up automatic payments over time. Because identity theft is a growing concern for everyone, the company needed to be certain that its customers were protected from individuals impersonating someone else. And because the business is growing quickly, it was important to be able to verify new members in a cost-effective and timely manner. As eLayaway CEO Sergio Pinon explains:

“Having to put the enrollment process on hold to verify the identity of a new customer when you are supporting a growing membership base can have a significant impact on operations, whether it’s spending more time reviewing member applications or lost business from unsatisfied customers.”

This is why eLayaway turned to IDology, a leading provider of electronic identity and age verification solutions. By integrating IDology's real-time knowledge-based authentication solution called ExpectID IQ into the membership process, eLayaway has a high level of confidence that its members are who they say they are.

ExpectID IQ identifies the members instantly using a patent-pending process to scour millions of trusted data sources to instantly deliver intelligent multiple-choice questions for the consumer to answer. These questions are non-intrusive and related to someone's personal history so that only the person of the claimed identity knows the answers. Once the questions are answered, ExpectID IQ delivers its results in a matter of seconds. The result is a quick and easy way for eLayaway to verify an identity that pays off with a new member enrollment process that takes less than 2 minutes to complete.

But the protection benefits of ExpectID IQ don't stop there. eLayaway also relies on ExpectID IQ to verify members before allowing any changes to a customer's account. This prevents someone from making unauthorized changes to a member's account.

“We use IDology to verify new members and also to verify existing customers wanting to make any account changes. We take considerable precautions to eliminate internal network theft so that our members are completely comfortable and secure in knowing we are protecting them. Ultimately, IDology is helping us build trust and loyalty with our customers.”

eLayaway & IDology At A Glance:

Situation

eLayaway needed to verify the identity of its members before allowing them to set up automatic draft payments for any of the 2 million plus products offered in the eLayaway program.

Solution

Selected IDology's ExpectID IQ to present multiple-choice questions to verify new members are who they claim to be prior to joining the eLayaway program.

Result

eLayaway is confident that its members are legitimate customers and now has a fast, easy way to identify members with the scalability to handle their rapid growth. Using ExpectID IQ, eLayaway is establishing a trusted alternative payments network for shopping online.