16 Ways Data Quality Reduces User Friction in eIDV

In today's competitive market, eIDV vendors must prioritize accurate, standardized contact data to reduce verification errors, streamline processes, enhance security, and deliver the seamless experiences customers now demand.

Electronic identity verification (eIDV) has now become essential for secure and seamless interactions, from onboarding to safe transactions. However, poor contact data quality—such as outdated addresses or inconsistent formats—creates unnecessary friction, leading to delays, verification errors, and user frustration.

By prioritizing accurate, standardized, and up-to-date contact data, organizations can streamline the eIDV process. High-quality data enables faster verifications, fewer manual reviews, improved fraud detection, and enhanced compliance, all while creating a smoother, more secure, and satisfying user experience.

This infographic highlights how investing in better contact data reduces friction and transforms eIDV at every stage.

High Verification Accuracy

Clean, standardized contact data ensures verification systems can quickly and accurately validate user information, reducing false negatives and false positives.

Reduced Reviews

Consistent and reliable contact data minimizes discrepancies, cutting down on the need for time-consuming manual interventions during verification.

Real-Time Updates Ensure Relevance

Regularly updated contact data **prevent delays** caused by outdated or incorrect addresses, phone numbers, or emails during the eIDV

Enhanced Trust & Security

Reliable contact data management builds customer confidence in the system, assuring users that their personal information is securely and accurately verified.

Onboarding

With accurate and up-to-date data, eIDV processes are completed more quickly, **improving** the customer experience by reducing wait times.

Improved First-Time Pass Rates

Accurate contact data leads to higher success rates on the first attempt, preventing the frustration of repeated verification attempts

Minimized Data Entry Errors

Pre-validation and standardization of contact data **reduce** input **errors**, ensuring systems handle user information efficiently and accurately.

Lower **Drop-Off** Rates

A seamless and accurate verification process, powered by high-quality contact data, reduces user frustration and abandonment during onboarding.



for users.





Melissa – Global Leaders in Contact Data Quality

Our philosophy is simple: bad data is bad business. Since 1985, we have been global leaders in data hygiene, address verification and identity resolution, helping over 10,000 businesses worldwide harness accurate data for a more compelling customer view.

Our industry-leading solutions have processed over 1 trillion address, email, name, and phone records.



On-Prem or Cloud



HIPAA / HITrust & SOC2



CCPA & GDPR Compliant



99.99% Uptime with SLA

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Seamless Cross-System Integration

High-quality contact data allows seamless integration across multiple verification systems, ensuring consistency and reducing errors caused by discrepancies between databases.

Better Fraud Detection

Clean and accurate contact data helps detect anomalies and inconsistences that may indicate fraudulent activity, enhancing security without inconveniencing genuine users.

Customized User Experience

Reliable contact data enables personalization during the onboarding process, creating a smoother and more engaging customer experience.

Compliance With Regulations

Accurate contact data ensures adherence to regulatory requirements such as KYC & AML, avoiding compliance issues while maintaining a frictionless process for users.

Reduced Communication Failures

Valid contact information (e.g., phone numbers or emails) ensures that users receive important notifications or prompts during verification without delays or miscommunication.

Scalable

Processes

14



Clean and standardized data allows eIDV systems to **handle larger volumes** of verifications efficiently, **reducing bottlenecks** as the business scales.

Improved Data Insights

High-quality contact data facilitates better analytics, allowing organizations to identify and address recurring friction points in the verification journey.

Consistency Across Channels

Accurate and synchronized contact data ensure a smooth verification experience for users interacting with the system across multiple platforms (mobile, web, or in-person).

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