

# Quick Benefits of Digital Identity Verification

Businesses must accelerate their efforts to adapt tech-forward solutions to combat fraud on a daily scale, and onboard customers more efficiently as traditional ID checking methods aren't cutting it anymore.

If organizations are looking to adapt, grow and scale in today's digital world, they must gain the ability to establish and verify identities online. Now a core fundamental to maintaining customer and employee trust, there must be security in transactions to safeguard against the continuing rise in fraudulent activity, one of the biggest issues various sectors face today.

As a response, the use of digital identity practices has been widely utilized to put businesses at the forefront of new technologies, new user behaviors and being able to onboard customers in a matter of seconds.

Let's look at some of the key benefits around digital identity verification practices.

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## Convenience



Users can verify themselves in the comfort of their own home, with their own smart phone.

## Fake IDs & Tampering



Able to verify over 6000 global ID types and uses trusted worldwide data sources to ensure a person is who they say they are.

## Customer Experience



A better customer experience as a result of increased automation, faster turnaround times and fewer touchpoints.

## Scalability



Digital identity verification offers flexibility to scale up or down with a business based on the number of checks they perform.

## Easy Integration



Businesses can be up and running in minutes with easy integration into existing systems and workflows.

## Time



Can be performed in a matter of seconds and is as easy as a 1-2-3 step process.

## Accuracy



Higher levels of accuracy and better compliance as manual keying and general errors are reduced.

## Cost



Digital identity verify IDs 24-hours a day at a rate that far exceeds a physical team and at a cost rate that is far below manual checks.

## Maintenance & Availability



Rarely any downtime when it comes to cloud servers and is always updated with the latest technology to stay one step ahead.

## Confidence



Maintain future KYC/AML compliance measures while ensuring standout customer experiences and fraud protection.



# Melissa – The Address Experts

As the leader in address verification, Melissa combines decades of experience with unmatched technology and global support to offer solutions that quickly and accurately verify addresses in real-time. Melissa is a single-source vendor for address management, data hygiene and identity verification solutions, empowering businesses all over the world to effectively manage their data quality.

## About Melissa



1. 37+ Years of Address Innovation



2. Multisourced Reference Data



3. Advanced Address Corrections



4. Unique Melissa Address Key (MAK) Technology



5. Compliance Certifications



**250+**

Countries & Territories



**1,000,555,787+**

Addresses Verified



**37+**

Years



**10,000+**

Customers Worldwide

UK  
+44 (0)20 7718 0070

CANADA  
800 635 4772

INDIA  
+91 (0)80 4854 0142

AUSTRALIA  
+61 02 8091 6000

GERMANY  
+49 (0) 221 97 58 92 40  
  
SINGAPORE  
+65 8 2997442

**melissa**

[www.Melissa.com](http://www.Melissa.com) | 800.MELISSA (635-4772)