

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 organisations 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, security in transactions, and to safeguard themselves against the continuing rise in fraudulent full stop after activity. One of the biggest issues various sectors face today.

As a response, the use of digital identity practices have been widely utilised to put businesses at the forefront of new technologies, new user behaviours 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.



Time



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

Convenience



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

Accuracy



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

Fake IDs & Tampering



Able to match over 6000 global ID types as well as using trusted worldwide data sources to ensure a person is who they say they are.

Cost



Digital identity can be verifying ID's 24-hours a day at a rate that far exceeds a physical team and at a cost rate that is far below manual checks.

Customer Experience



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

Maintenance & Availability



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

Scalability



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



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, at the point of entry. 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.



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

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