

# Infolure Verify



Prioritize your fraud investigation efforts and focus on high-risk consumers.

## What is Infolure Verify?

Infolure Verify is a verification tool used to confirm a consumer's identity. Whether you need to authenticate new applicants or investigate high-risk customer behavior, Verify provides confirmation of identity ranked from highest to lowest fraud risk potential.

## Why do you need Infolure Verify?

Verify can reduce the number of false positives when investigating suspicious accounts for fraud. By focusing your investigative efforts on low scoring records, you can increase the productivity of your manual review process.

You benefit by identifying the high-risk, low-scoring population of accounts worthy of your time and effort.

Verify is also a tool that you can use for USA PATRIOT Act compliance. Use Infolure in your customer identification programs to verify the identity of your new customers with swift validation of name, birth date, address and Social Security Number.

## How is Infolure Verify different from other customer verification tools?

We match your application/account information to our Advantage Database (both public and proprietary data sources) and assign a score based on the likelihood that the customer disclosed accurate information. A low score (a low degree of confidence) can be your investigation team's top priority. Besides the continuous raw score (as opposed to discrete categories), you also receive feedback of what components of customer information were verified and what was unable to be verified to fine-tune your investigation even further.

Another Verify difference is the experience of Infolure's professional staff. With decades of processing and matching names, addresses and Social Security Numbers, we have developed a unique scoring algorithm we call LATITUDE Technology. LATITUDE Technology mimics what a person would logically do when comparing two records. Transposition errors, misspelled names and even odd characters are no problem for our matching and scoring logic. This unique algorithm underlies the Verify process and improves the quality of your matched data.

We design and develop all of our programs in-house so we can meet any of your customized needs. Our passion for flexibility means we can be responsive to up-to-the-minute changes but still meet your deadlines.



***Let the processing experts at Infolure meet all your data and verification needs.***

For more information about Infolure, please visit our web site at [www.infolure.com](http://www.infolure.com) or give us a call.

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