



While emerging technologies have opened up new revenue opportunities to businesses and financial institutions, these same advances also have provided unscrupulous identity thieves with a new medium for executing elaborate, fraudulent schemes. The ideal tool is a flexible defense platform that enables you to stay one step ahead of criminals while quickly pinpointing and accommodating true customers.

Experian's Knowledge IQ<sup>SM</sup> powered by Precise ID<sup>SM</sup> is a revolutionary risk-based tool for identity authentication and fraud prevention. Precise ID scoring models and Knowledge IQ interactive questions provide innovative and integrated authentication and fraud detection on a single platform. By combining the leading-edge analytics and decisioning technology of Precise ID scores with the sophisticated Knowledge IQ challenge-response questions, you have a comprehensive risk-management and authentication system.

#### **Flexible fraud prevention**

This robust, comprehensive product allows financial services providers, card issuers, retailers and order processors to customize their risk exposure for each transaction. Enhance your customer satisfaction by taking a risk-based approach to authentication by targeting only the

riskiest consumers with increased verification. Simply review their Precise ID score or other criteria. When risk warrants it, initiate an interactive question session for further verification. This fosters a positive, convenient customer experience and provides you with a more accurate picture of the applicant through multisource credit and noncredit data. Knowledge IQ complies with both the Gramm-Leach-Bliley Act and the Fair Credit Reporting Act and is ideal for non-face-to-face transactions, such as Internet and call center applications. The breadth of data and complex modeling make this platform one of the most advanced in the marketplace.

#### **Features:**

- A single integration point for identity verification
- Analytical scores using multiple data sources

- Configurable question presentation and time limits
- A flexible and customizable interface
- Credit reporting agency independent
- Optional delivery through interactive voice response systems

#### **Precise ID — fraud prevention's core platform**

Blending the industry's most extensive data, superior analytics and flexibility, Precise ID is a single-platform solution that operates across product lines and throughout the Customer Life Cycle, providing fraud prevention. This comprehensive system enables you to develop a plan that suits your specific needs. Instead of combining several niche products, you can customize risk strategies for all your institution's fraud prevention needs. Precise ID also reduces operational expenditures — both actual losses and management costs — by optimizing your fraud prevention in previously unavailable ways and without costly product integration projects.

The Precise ID Web user interface features real-time functionality and transaction reporting, enhancing user flexibility and speed. In addition, it provides streamlined access while implementation occurs, allowing new users to be up and running within days.

#### **Knowledge IQ**

Knowledge IQ utilizes Experian's challenge-response question technology to formulate questions only the true customer would know. With an adjustable question configuration and the ability to change strategies for each inquiry, you are well-suited to achieve your fraud prevention and detection objectives with various levels of authentication. In addition, configurable time limits prevent fraudsters from researching answers during faceless interactions. With Knowledge IQ, you ensure rapid, reliable and convenient consumer verification for your true customers.

#### **Knowledge IQ through Interactive Voice Response (IVR)**

Experian® can deliver Knowledge IQ within the latest automated IVR systems, allowing for more efficient use of resources within call centers. The ability to generate automated authentication questions for both inbound and outbound calls significantly reduces the need for manual operations, thus reducing call center costs. Utilizing Knowledge IQ through IVR also allows for a positive customer experience and provides more secure interaction by eliminating call center intervention.

#### **A partnership with measurable benefits**

The powerful combination of Knowledge IQ and Precise ID risk scoring provides a multifaceted credit-risk and authentication tool. This

innovative modeling approach allows many configurations to exist on your system, with only one risk strategy being active for each scoring model.

#### **Key benefits include the following:**

- Optimized risk strategies for a specific consumer populations
- Global question exclusion over aspecific time period
- Flexible, client-controlled question configurations
- Credit- and noncredit-based questions for a more accurate picture of the consumer
- Alternate languages for question presentation at inquiry

Knowledge IQ is the only scoring and question product from a single provider available in the market today. No other tool matches its comprehensive questions, scoring or data sources. The depth of information, analytical performance and powerful capabilities this platform provides make it more than just a software package. This revolutionary tool sets a new standard, empowering users to evolve and elevate their fraud and credit-risk practices within days.

To find out more about Knowledge IQ, contact your local Experian sales representative or call 1 888 414 1120.