

Credit card issuer improves customer experience through digital onboarding

BUSINESS CHALLENGE

A credit card issuer wanted to better serve consumers and businesses; they had a lengthy underwriting process and poor customer experience – especially through their call center channel. They wanted move away from paper applications and create a safe, online application process that will improve the customer experience while keeping fraudsters away.

SOLUTION

Experian spent time with the client to understand their workflows and design the optimal solution for their line of business. The client implemented an identity and fraud risk platform that layers identity verification, step-up authentication, and device intelligence capabilities. By layering these solutions, the client was able to auto-approve more good customers, while alleviating strain on call centers.

RESULTS



Increased auto-approval rate from 55% to over 80%



Enhanced the customer experience across multiple digital channels



Reduced call center handling time by 25%