TransUnion

Communications Company Mitigates Fraud and Improves Efficiencies

CHALLENGE

Fraudsters target two aspects of a business: vulnerability and money. For example, one of the largest communication companies in the United States was using a sub-par fraud detection tool whose data was stale and offered insufficient checks and balances. Fake identities and fraudulent transactions slipped through the cracks, resulting in lost revenue and loss of customer loyalty.

As a result, key functions were left exposed, including:

- **Setting deposits:** Collecting appropriate deposit amounts based on level of risk
- **Shipping products:** Fulfilling orders even if the requests were suspicious
- **Operational efficiencies:** Manual reviews of suspected fraudulent accounts slowed business and created roadblocks for consumers, causing many to abandon the application process.

The communication company had a conflict between the need for fraud mitigation flags and a hassle-free customer experience.

TruLookup sorted through billions of records from more than 10,000 sources and used proprietary linking algorithms to identify and connect relevant data, providing intelligence that users could act on.

SOLUTION

TransUnion TruLookup™ helped the communication company flag and act on fraud attempts quickly with detection that took place behind the scenes — without interrupting the customer experience.

The communication company integrated TruLookup Advanced People Search data into their existing systems to show a complete picture of a suspicious applicant and identified inconsistencies and fraud indicators. TruLookup sorted through billions of records from more than 10,000 sources and used proprietary linking algorithms to identify and connect relevant data, providing intelligence that users could act on.

Search results were delivered via API which was integrated into its systems and allowed users to view report results using the applications they were already familiar with. Even if the communication company had only partial search information, TruLookup was able to deliver results in seconds.

All relevant data and reports were displayed on one screen to uncover identities — no need to use several monitors to hunt for important information. This resulted in productivity enhancements and efficiency gains.

With its advanced query capabilities, TruLookup provided detailed data, such as:

• Name, past and present addresses and phone numbers
• Date of birth
• Social Security Number
• Driver's license information
• Relationship mapping and connections

RESULTS

For the first time, the communication company was able to balance the competing needs of mitigating fraud and reducing friction to deliver an impressive customer journey:

• Had confidence in the legitimacy of consumer identities
• Assessed risk via advanced identity intelligence
• Uncovered and tracked hidden fraud patterns
• Provided secure, seamless customer experiences
• Reduced manual review time
• Found suspicious identities and transactions
• Lowered time spent on identity and fraud resolution in the call center

Learn more about how TruLookup can be your frontline defense in the battle against fraud while improving the customer experience and growing your customer base by visiting:

transunion.com/trulookup