



Actionable Risk Intelligence

Efficiently connect with customers, while mitigating fraud and compliance risk

Identity matters. Whether you want to mitigate fraud, improve customer experience, increase efficiency, or comply with regulations, it is critical to know as much as possible about the consumer on the other end of the interaction.

Neustar, a TransUnion company, fills in the gaps with the industry's leading identity resolution. Use real-time intelligence to make effective decisions that ensure quality consumer engagements and enhance the bottom line.

Fraud

Organizations need to mitigate the financial and reputational risks associated with call center fraud and account takeover while meeting consumer demands for a frictionless experience.

Neustar TRUSTID Fraud Solutions deliver trusted and frictionless consumer interactions by providing “unstealable” consumer insights that identify who is at the other end of every interaction with certainty. Leverage an authoritative network of offline, digital, browsing footprint, and device identity data to flag risky interactions and transactions for additional verification while letting customers through faster.



Inbound Authentication

Instantly identify and authenticate inbound callers pre-answer to mitigate fraud, improve customer experience, and reduce average handle time (AHT).



Phone Takeover Risk

Reduce account takeover fraud associated with one-time passcodes and calls via real-time intelligence on a phone’s risk level for SIM card swap, unauthorized number reassignment, or call forwarding.



Digital Identity Risk

Understand whether the consumer’s identity links to their device to flag possible fraud while allowing legitimate transactions through faster.

Neustar TRUSTID Fraud Solutions deliver trusted and frictionless consumer interactions by providing “unstealable” consumer insights that identify who is at the other end of every interaction.



Contact Centers

Contact centers continue to wrestle with legacy challenges that depress right-party-contact (RPC) rates: calls errantly blocked or mislabeled as spam, incomplete or outdated consumer data, and lack of insight into consumer communication behavior.

Neustar TRUSTID Contact Center Solutions enable outbound communicators to reach consumers more efficiently and effectively, while reducing regulatory and brand reputation risks, with continuously corroborated identity and device data from over 200 authoritative sources, including mobile network operations (MNO) data.

Phone Behavior Intelligence

Increase right-party contact rates 33 percent by knowing whom to contact, which number to use, and the best day and time to contact them. Ensure contact records are complete and accurate.

Caller Name Optimization

Ensure outbound dials are not improperly blocked or mislabeled as spam calls.

SmartTrace

Improve right-party-contact rates by leveraging higher-quality data as an alternative to skip trace data.

SmartDial

Dial each consumer at the times of day and days of week they are most likely to answer, without needing analysis or IT resources for integration.



Compliance

Beyond mitigating compliance risks for telecommunications regulations (e.g., TCPA and the CFPB's Regulation F), Neustar TRUSTID Compliance Solutions provide businesses with the most up-to-date customer information to ensure accurate and efficient outreach that improves the bottom line.

Contact Compliance Risk

Reduce non-compliance risk while quickly identifying and prioritizing the right telephone numbers for a given consumer.

Identity Verification for CCPA

Validate the identity of the consumer making the CCPA request, mitigating the risk of fraudsters obtaining sensitive consumer information.

Identity Resolution for CCPA

Get a single, authoritative view of the consumer when servicing CCPA requests, reducing the risk of non-compliance due to orphaned accounts.

Why Neustar?

ABOUT TRANSUNION (NYSE: TRU)

TransUnion is a global information and insights company that makes trust possible in the modern economy. We do this by providing an actionable picture of each person so they can be reliably represented in the marketplace. As a result, businesses and consumers can transact with confidence and achieve great things. We call this Information for Good®. A leading presence in more than 30 countries across five continents, TransUnion provides solutions that help create economic opportunity, great experiences, and personal empowerment for hundreds of millions of people.

www.transunion.com

ABOUT NEUSTAR

Neustar, a TransUnion company, is a leader in identity resolution providing the data and technology that enable trusted connections between companies and people at the moments that matter most. Neustar offers industry-leading solutions in marketing, risk and communications that responsibly connect data on people, devices and locations, continuously corroborated through billions of transactions. Learn how your company can benefit from the power of trusted connections.

www.home.neustar

LEARN MORE

Mitigate fraud risk, delight customers, improve operational efficiency, and maintain compliance with Neustar TRUSTID Solutions.

For more information, call **1-855-898-0036 x4**, email **risk@team.neustar**, or visit **www.risk.neustar**.

