



Prevent Fraud While Reducing Citizen Friction

Fraud costs government organizations billions of dollars every year, hampering mission fulfillment and eroding citizen trust. Data breaches have made personally identifiable information (PII) easily accessible to fraudsters, which they can exploit for identity theft. Fraudsters may be even more proficient at stealing benefits due to the vast SolarWinds hack in 2020, which affected government agencies at all levels.¹

To mitigate fraud threats and losses, government organizations require authentication solutions that do not rely on easily hackable online and offline data. Unfortunately, most inbound caller authentication approaches still rely on PII and require caller engagement, which enables fraud, frustrates citizens, and balloons average handle times. The most widely adopted digital authentication solutions fail to address emerging fraud vectors because they narrowly focus on limited or individual data linkages.

Friction Degrades Citizen Experience

At the same time, government organizations are trying to prevent excessive friction and false positives from damaging the citizen experience. Over-scrutinizing trustworthy citizens wastes resources, degrades citizen experience, and fails to meet citizens' expectations raised by superior experiences in the private sector. As McKinsey notes, "More than any other aspect of a customer's journey, 'failing to authenticate' drives down citizen satisfaction and overall brand perceptions."²

How can you protect against fraud while letting citizens through faster?

Neustar TRUSTID Fraud Solutions

Inbound Authentication

Instantly identify and authenticate inbound callers pre-answer to stop fraudsters before they reach your IVR or agents. Reduce average handle times and improve citizen experience.

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

Remove friction for citizens' digital interactions, and fraud exposure for your agency, by matching visitors' digital and offline identities.

¹ Wikipedia, 2020 US Federal Government Data Breach

² McKinsey Digital, Is Cybersecurity Incompatible With Digital Convenience?

With Neustar TRUSTID Fraud Solutions

- Instantly verify and authenticate citizens in seconds
- Identify callers and fill in CRM gaps in real-time to better route inbound calls
- Identify phones showing risks, such as virtual calls or recent SIM swap
- Improve customer experience by reducing onerous identity checks
- Quickly and reliably score callers and digital users as high- or low-risk for fraud
- Authenticate inbound callers pre-answer, before they reach the IVR or an agent

Fraudster or Citizen? It Pays to Know the Difference

To spot and stop fraudsters in their tracks, while verifying legitimate interactions quickly, you need trusted identity resolution. The more accurately you can identify citizens, the harder it is for identity thieves to succeed. This means better operational efficiencies for your organization and a seamless experience for citizens.

Neustar delivers trusted identity resolution through the Neustar OneID® system – the identity platform that leverages the most extensive spectrum of authoritative data sources in the industry. OneID resolves online, offline, and device attributes to continuously corroborate, verify, and append citizens' identifiers in near real-time.

With 11 billion daily updates to identity data, Neustar has the "unhackable" data attributes to accurately and confidently identify citizens the instant they contact you, or to quickly flag suspicious users for further verification.

Stop fraud, improve the efficiency of your operations, fulfill your mission, and keep citizens feeling safe and confident with Neustar TRUSTID Fraud Solutions.

[LEARN MORE](#)

For more information, call **855.898.0036 ext.4**, email **government@team.neustar**, or visit **www.risk.neustar**.

Total Economic Impact of Neustar TRUSTID Fraud Solutions

Forrester's Total Economic Impact™ framework found that an investment in Neustar TRUSTID Fraud Solutions delivers an ROI of 144 percent and pays for itself in three months.³

[Read Forrester's Assessment](#)

³ Forrester Consulting, Total Economic Impact™ of Neustar Fraud and Authentication Solutions