

Eliminating Call Center Fraud at Scale

Customer Snapshot

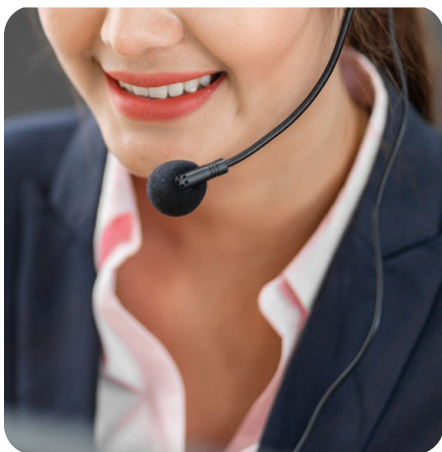
Industry: Bank

Size: Major credit card issuer

Location: United States

Use Case: Identity verification for fraud prevention

A Major Credit Card Issuer
Boosts ID Verification Accuracy from 65% to 99.9%



The Situation

A top-three U.S. credit card issuer faced a growing fraud crisis threatening its profits and customer trust. Fraudsters exploited a vulnerability in their card activation process by intercepting newly mailed credit cards and calling the customer service center to activate stolen cards by pretending to be legitimate cardholders. The bank's existing identity verification system was failing catastrophically.

- **Accuracy rates below 65%**, more than one in three fraud attempts succeeded.
- **Millions of dollars in potential losses** from credit card fraud.
- **Customer experience nightmare eroded loyalty** because nearly half of genuine customers faced maddening delays and rejections when activating their cards.

Raising verification accuracy and speed was the first step

With the bank's IT resources already stretched thin and budgets tight, leadership believed they faced a tough choice: losing money to fraud and customer churn caused by poor service or risking another costly, time-consuming system overhaul that might prove just as ineffective. Intellicheck proposed a solution that integrated smoothly into existing workflows using a no-integration approach to address the customer's concerns.

- **A 90-day free Intellicheck Portal trial** allowed customers to easily scan their IDs using their mobile devices while speaking with call center agents.
- **In less than a second, Intellicheck used its unique barcode authentication** to verify the ID's validity.
- **The call center agent was notified about the verification results** through a secure website portal they logged into.
- **The entire credit card activation and verification process took under a minute.**
- **IT resource impact was minimal** because there was no new equipment or integration to develop, deploy, and test.

Within 30 days,
the card issuer
accelerated to
full deployment

Immediate business outcomes

Within just 30 days, the Portal solution delivered such impressive results that the credit card issuer made an unprecedented decision. They abandoned their planned 90-day pilot and accelerated full deployment. The solution wasn't just effective—it was transforming their entire operation.

- **Verification accuracy improved from 65% to 99.9%**, reducing fraud and avoiding the need for corrective actions after stolen credit cards had been activated.
- The rollout was quick and **expanded from a small test group to over 20,000** call center agents across the organization.
- **Deployment was measured in weeks with Intellicheck**, while the previous solution had taken months.
- **Great customer service** because the call center representative had accurate ID verification results in under a second and could complete activation in less than a minute.
- **Minimal IT requirements** resulted in rapid trial and full-scale deployment using the Portal no-integration SaaS solution.

Ready to stop fraud before it starts?

With Intellicheck, the credit card issuer transformed from a fraud-prone call center operation that frustrated customers and lost money into a seamless, secure system that protected the credit card issuer and its cardholders while providing the frictionless experience customers expected.

Intellicheck, the industry leader in identity verification management, prevents the use of unauthorized IDs to stop identity-based fraud. Intellicheck is the only SaaS-based validation and proofing service that uses a unique and proprietary analysis of DMV-issued IDs to create trusted, real-time customer identity verification experiences across a wide variety of sectors, both in-person and digitally. Intellicheck is processing identity transactions for almost half the adult population in the United States and Canada annually with state-of-the-art technology solutions that are providing a seamless, invisible ID verification experience while delivering 99.975% decisioning in under a second.

www.intellicheck.com/contact

