

Reduce manual review queues up to 40%

Manual review is time and resource intense, doesn't scale for seasonal spikes, and makes your customers wait for their goods. Streamline your process with Whitepages Pro's Identity Check, a global identity data API, to modify existing review rules right inside CyberSource and existing workflows. Identity Check is a single search that queries FIVE key data fields...



Name



Email



Address



Phone



IP Address

...to verify the identity on a transaction. In just one query, it returns the Identity Check Confidence Score and the match statuses between the five key data fields:



Name to email



Name to phone



Name to address



Phone to address

...AND the details behind each of the data elements, such as address deliverability status, email first seen date, non-fixed VOIP line-type, IP proxy, and IP distance calculations.

Suggested rules

Get started on fulfilling more good orders and focus manual review only on the riskiest transactions.

Write accept rule:

1. Profile Score = 7 (4 for digital goods)
 - CYBS AFS Score < 40
 - Dollar Amount < \$500
2. Identity Check Confidence Score < = 30
 - Dollar amount + < \$500
3. Identity Check Confidence Score < = 100
 - Profile Score > 4

Modify existing rules to be more efficient:

1. Add Condition
 - Identity Check Confidence Score > = 150
 - Identity Check Confidence Score > = 200 and Profile Score < 3
2. Common rules to add Identity Check Confidence Score to:
 - AVS Rules
 - Billing/shipping mismatch
 - AFS Score
 - Specific product SKUs

No smoke and mirrors

Manual review cut by

50%+

Moosejaw

Manual review cut by

20%

Top home improvement retailer

Manual review cut by

50%

GoPro

Return on investment

How does it pencil? Here's an example ROI calculation.*

Total query volume	20,000
Avg. Manual Review Rate	17%
Total orders flagged	3,400
Avg cost manual review per order	\$4.00
Total cost of flagged orders	\$13,600.00
Manual review queue reduction w/ WPP IDC	40%
With WPP total orders flagged	1,360
Avg cost manual review per order	\$4.00
With WPP total cost of flagged orders	\$5,440.00
Savings in manual review reduction	\$8,160.00
Avg cost per WPP Identity Check query	\$0.06
Total cost to run WPP Identity Check	\$1,200.00
Total ROI	\$6,960.00

* Assumptions are based on 20k volume, with manual review rate of 17% (lower than 2015 Cybersource Online Fraud Management Bench Mark Study at 27%), conservative average cost of \$4 for each manual review, and a 40% manual review reduction success rate. Numbers will vary by business based on volumes, manual review rates, and risk thresholds)

It's easy to get started.

No development resources needed and no term commitment required, just a call to your Customer Success Manager.