



As emerging technologies make more revenue opportunities available, these advances also are providing unscrupulous identity thieves with a medium for executing elaborate fraud schemes. Businesses face the challenge of minimizing fraud while reducing reliance on manual processes. They must balance preventing customers from being victimized with maintaining a positive customer experience, and all of this must be done in conjunction with protecting their organization's reputation. Knowledge IQSM provides organizations with the ability to manage fraud risk by authenticating consumers confidently and quickly.

Experian's Knowledge IQ powered by Precise ID[®] allows our clients to authenticate consumers confidently via noninvasive questions that can be answered quickly by the true consumer. Using customizable configuration designed to balance business needs with fraud-risk appetite, Knowledge IQ can combine a risk score and device intelligence to catch fraud before it leads to compromised accounts and loss.

Easy authenticator

With Knowledge IQ, our clients can authenticate their customers without compromising the customer experience:

- Eight trusted data sources provide 70 credit- and noncredit-based questions in 16 categories, so consumers receive questions only they can answer

- Clients can use their own data to create questions specific to their customer base
- Multiple question-presentation configurations provide greater flexibility for how questions are presented to consumers
- Custom question text is available to present questions in a way that best suits a client's individual needs

Data sentinel

Knowledge IQ helps prevent fraudsters from invading a business while confidently authenticating the true consumer:

- Layered, risk-based strategy provides a multifaceted authentication methodology that incorporates a risk-based score, device intelligence and questions to authenticate consumers confidently and quickly

- A variety of data sources are used to combat compromised consumer information and mitigate the impact of fraudsters using stolen data
- This highly configurable product addresses our clients' business needs and diminishes the impact of fraudsters attempting to access Knowledge IQ to learn question-and-answer options
- Fraud ShieldSM indicators and specific questions can be used to override a Knowledge IQ authentication decision

Automation engine

Leveraging Experian's data on the vast majority of US consumers and households, Knowledge IQ enables clients to verify customer's identities systemically and reduce the operational expense associated with manual authentication.

This includes:

- Our consultative approach to client needs through performance monitoring and analysis optimizes an individual Knowledge IQ configuration
- Exceptional flexibility allows clients to tailor Knowledge IQ to meet their business needs
- Champion/Challenger strategy allows clients to test configuration changes to optimize Knowledge IQ and satisfy business goals
- Breadth of data sources provides more questions and question types to ensure more clients can use automated authentication

- Integration into a client's automated call management service or interactive voice response platform removes the dependency on call center agents and reduces operational expenses

Compliance safeguard

Knowledge IQ allows clients to authenticate their customers quickly and easily and satisfy regulatory compliance obligations:

- Satisfy the FACTA Red Flags Rule and USA PATRIOT Act Customer Identification and Know Your Customer requirements
- Confidently authenticate customers while ensuring that the bad guys are not accessing the business

The powerful combination of Knowledge IQ, Precise ID risk scoring and FraudNet device intelligence provides a multifaceted fraud-risk and authentication tool. This innovative modeling approach allows many configurations to exist on your system, with only one risk strategy being active for each scoring model.

Our unrivaled team of data scientists provides best-in-class analytics to optimize your Knowledge IQ configuration. Its analysis helps you make adjustments to improve performance when market forces shift or your business goals change.

To find out more about Knowledge IQ, contact your local Experian sales representative or call 1 888 414 1120.