



# ProID™ Voice from ChoicePoint Authentication Solutions, offers an auditory real-time interactive verification quiz that helps increase the assurance that an individual is who he or she claims to be.

VERIFY IDENTITY OVER THE PHONE. CONDUCT BUSINESS WITH CONFIDENCE IN YOUR CALL CENTERS. THE THREAT OF IDENTITY FRAUD IS REAL. PRIOR TO ISSUING AN AUTHORIZATION OR ACCESS PRIVILEGES OVER THE TELEPHONE, ProID Voice CAN HELP ENSURE THAT AN INDIVIDUAL IS PROPERLY AUTHENTICATED.

## With ProID Voice:

- Access ChoicePoint's premier data resources with more than 17 billion public records and proprietary data through a simple voice menu interface.
- Help verify critical identity information quickly and economically
- Offer self-service options for routine customer transactions over any telephone
- Support in-person transactions with an additional identity assessment
- Reduce human-assisted caller identity verification
- Help lower operating expenses
- Leverage your existing Interactive Voice Response (IVR) system
- Provide efficient customer service during peak call volumes
- Deliver self-service options to customers without the need for Internet connectivity



## → How It Works

With information supplied by the end user, ProID Voice generates a series of random multiple choice questions derived from non-wallet-based data using public, private and proprietary databases. The questions are presented to the caller using voice menu options. Because ProID Voice asks questions that cannot be answered with credit cards, driver's licenses or other wallet-based data, our quiz questions have a high likelihood of only being answered correctly by the proper individual.

OVER →

Smarter Decisions. Safer World.™



## ChoicePoint ProID™ Voice

→ To assist with your validation process, the system automatically generates a pass or fail score based on the caller's response to the quiz questions. Results can be routed through your IVR system. Callers can then be directed to the most appropriate channel for access to account features or manual resolution. ProID Voice questions are random and applicants are presented with different question and answer choices each time they take the quiz.

#### Examples of ProID Quiz Questions:

- **Where You've Lived** — Which of the following cities have you previously or currently used in your address?
- **What Properties Have You Owned** — Which of the following properties have you owned or resided in? Incorporates 20+ years of property ownership history.

#### A CUSTOMIZEABLE SOLUTION

Our voice platform can be integrated into any existing IVR.

- Leverage your existing application infrastructure.
- Plug the quiz into any call center workflow.
- Enjoy an easy-to-use, flexible interface.

The ProID Voice engine can be configured differently for each customer. Each customer can use multiple configurations reflecting:

- Number of questions generated.
- Questions to include or exclude.
- Number of correct answers required for a "pass" score.
- Number of attempts an individual can make prior to a system lockout.

- The allocation of time for a quiz prior to a system lockout.

In a society faced with increased risks, customers can use ProID Voice to help improve security and reduce fraud in business operations. ProID Voice can be used to:

- Increase identity assurance for account enrollment.
- Validate identity for changes to existing accounts, password/PIN resets and access to enhanced account features.
- Conduct government-regulated transactions, including insurance policy changes, healthcare record retrieval.
- Provide additional security in moderate to high-risk transactions, including brokerage trading accounts.

#### About ChoicePoint

ChoicePoint (NYSE: CPS) is the leading provider of identification and credential verification services for making smarter decisions in a world challenged by increased risks.

Serving the needs of business, government, non-profit organizations and individuals, ChoicePoint works to create a safer and more secure society through the responsible use of information while ensuring the protection of personal privacy.

#### Why Use ChoicePoint?

ChoicePoint has unmatched data resources with more than 19 billion public records online.

ChoicePoint has the ability to recognize changes across a wide variety of data sources to ensure maximum coverage.

We are able to access and monitor:

- Credit header data
- Bureau marketing and list data
- Proprietary insurance data
- Nationwide telephone directory (historical and real-time)
- Government data

ChoicePoint analytics can help recognize relationships between individuals, identities, and addresses to reduce the possibility of "false alarms."

#### To learn more:

Contact ChoicePoint Authentication Solutions at **1.800.342.5339**

#### Or, visit us on the web:

[www.choicepoint.com/business/authen/cpas](http://www.choicepoint.com/business/authen/cpas)