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## Digital Onboarding

Convert good applicants into great customers.

✔ **Reduce fraud**

Verify identities and spot potentially fraudulent actions and behaviours with an extensive set of personal and digital data sources.

✔ **Foster loyalty**

Evoke a positive impression from the onset with excellent user experiences that cultivate loyalty.

✔ **Enable faster decisions**

Gain access to business credit information through a single platform, enabling quicker decision-making for small business accounts.

Keep consumers engaged with modern digital experiences.


Outdated onboarding processes and a lack of digital options are driving good applicants away. In fact, studies show that **up to 70% of consumers drop off during the application process**.<sup>1</sup> With loyalty so closely linked to premium service and accessibility, it's vital to make sure your consumers' onboarding experiences aren't cumbersome.


**TransUnion** enables businesses to meet evolving consumer demands with streamlined digital onboarding that can be integrated and customized.


Visit: [transunion.ca/solution/digital-onboarding](https://transunion.ca/solution/digital-onboarding)

Everything you need to ensure smooth, custom digital onboarding.

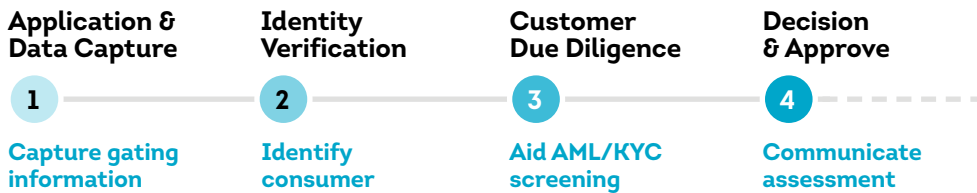
**FEATURES**

 **Diverse datasets for verifying identities**  
Tap into a massive network of personal and digital data to assess a consumer's identity with greater confidence.

 **Enhanced fraud protection**  
TransUnion's latest fraud countermeasures work behind the scenes in real time, helping you mitigate risk while you consider regulatory obligations.

 **Risk-based authentication**  
Offer fully configurable, smooth authentication and authorization experiences, strengthening security during the consumer journey.




Digital onboarding – How TransUnion can help



<b>1</b>	<ul style="list-style-type: none"> <li>Global device recognition, reputation, anomalies, associations and behaviors</li> <li>Global email validity, longevity, usage tracking (i.e. velocity), reputation, normalization</li> <li>Global phone usage tracking (i.e. velocity), reputation</li> </ul>
<b>2</b>	<ul style="list-style-type: none"> <li>Identity fraud analytics and machine learning score (Identity Exchange)</li> <li>Match Personal Information (PI) provided by applicant against rich alternative identity datasets</li> <li>Corroborate digital identity attributes and associated fraud risk</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>Access information to assist with AML/KYC checks</li> <li>Compare application details with prior confirmed and suspected fraud</li> <li>Evaluate whether combined identity and risk data suggest potential fraud</li> </ul>
<b>4</b>	<ul style="list-style-type: none"> <li>Risk scores, identity score delivered in real-time, near real-time or batch</li> </ul>

Count on TransUnion to help you meet increasing demands for seamless digital onboarding.

**WE OFFER:**

-  Powerful data linkage capabilities for deeper consumer insights
-  Real-time tools to grow your personal and business lending portfolios
-  Turnkey delivery and ongoing support

**LEARN MORE**

For information on TransUnion's Digital Onboarding offerings, visit: [transunion.ca/solution/digital-onboarding](https://transunion.ca/solution/digital-onboarding)