Socure

How to Evaluate an Identity Verification Solution

Socure for Online Gaming

You know your target customer demographic—age, gender, geolocation, online gaming habits, etc. But, do you know your customer in terms of: "Does this person exist?" and "Should I do business with them?"

These questions can be answered with an identity verification check within your new customer conversion workflow. Customer acquisition is costly, and identity verification should not slow down or interrupt your end user's experience if you select the right solution.

Following are core capabilities that should be considered when evaluating an identity verification or "know your customer" (KYC) solution.

1 ACCURACY

Use of trusted online and offline data sources that provide a reliable and accurate assessment that the person presenting an identity exists and is who they say they are

2 LOW FRICTION

Delivers accurate auto-approvals by automatically initiating an identity check in the background with little to no impact on the end-user and requiring minimal customer data inputs

3 EASY TO IMPLEMENT

Digital-first approach using an API and offering multiple identity assessment options to meet compliance requirements

4 FLEXIBLE

Transparency in identity evaluation results to understand why an end-user passed or failed for use in fine tuning the decision to safely meet risk thresholds

5 EXPERT GUIDANCE

Engage with a trusted partner to explore different options or solutions

The Socure Solution

Socure's ID+, the leading identity verification platform, accurately validates identities with a minimal amount of player data to verify the identity quickly, and collects that data for use in compliance efforts.

Socure examines the personal information provided online by the player to validate their identity and provide an assessment as to whether or not your workflow should automatically convert the player to a customer based on your risk thresholds.

Socure improves auto-approvals by
4.5% = more players

Our automated verification process happens in the background to accurately assess new customers in real-time, without any interruption to the player experience. Socure's KYC solution uses over 7 billion records comprising credit, telco, utility and Socure's proprietary database of more than 290 million verified individuals in the U.S. to determine if the identity belongs to a real person. This may also include verifying that they meet age and location requirements.

Socure's solution is highly flexible and can be customized to adjust the decision criteria based on a customer's compliance requirements and risk tolerance. Detailed reason codes are returned with every assessment, providing clear insights into decisions.

If an end-user fails the initial passive assessment or is locked out of their account, document verification can be used as an additional layer of protection. Socure's DocV seamlessly guides a user through a quick image capture of a government-issued ID and verification experience, minimizing friction, errors, and frustration.

To learn how Socure can enhance your customer onboarding experience, contact us at **salesinfo@socure.com**.