

Better service, more conversions

The challenge: Improve service while reducing fraud

As the sales clerk rings up a sale, another shopper waits patiently in line. At this point, customer service matters most—the moment the sale actually takes place. The clerk's desire to provide personal, friendly and attentive service needs to be balanced with the need to efficiently move the line along as quickly as possible.

The clerk has other challenges, too. Store managers have tasked her team with increasing the number of customers that sign up for their store credit card and loyalty programs. These managers recognize that customers that opt into store-branded credit card and loyalty programs spend more and shop more frequently in their store. The hard part is asking the customer to take time out of their busy day to fill out tedious forms.

Just as important, with the rising incidence of identity theft, the clerks are also management's front line in the fight against fraud. Taken together, that's a lot to ask. Intellicheck has the answer.

THE INTELLICHECK SOLUTION: Happier customers, higher conversion rates



With Intellicheck Retail ID™ the clerk simply scans the barcode on the customer's driver's license, or other legally valid ID, using a mobile device or the existing point-of-sale (POS) system. Immediately the ID is authenticated for the clerk. And in an instant, the store is a winner in the fight against fraud, because they know the ID is authentic and can match that information with the credit card.

Even better, the clerk now quickly explains to the customer how fast and easy it is to apply for the store's credit card and loyalty programs—right now—because Retail ID automatically and accurately populates standardized form fields on mobile or POS devices using the data retrieved in the ID search. So completing the forms is a snap for the customer. That means more conversions, lines that move faster and better customer service.

**Find out how you can increase conversions and improve service.
Contact Intellicheck today for a free consultation at
(516) 992-1900, or visit intelllicheck.com.**



Cuts credit card fraud



Reduces fraud by instantly and accurately alerting store personnel if an ID is fake. Retail ID scans more than 200 unique DMV barcode formats from every state and all Canadian provinces, and then accesses the industry's most up-to-date databases to authenticate a shopper's true identity.

Increases conversion rates



Because standardized credit card and loyalty program forms are automatically and accurately populated with the data from the customer's ID, customers can complete the application process in far less time compared to manual entry, resulting in far more conversions.

Fast and easy to implement



Retail ID can be quickly and easily integrated into existing POS systems, or deployed on mobile devices.

Guarantees regulatory compliance



Retail ID checks all retrieved data against each state's privacy laws to ensure the data falls within regulatory requirements.

Expert consulting, optimal results



Available as a subscription service or customized solution. Plus, our professional services team of authentication experts can work with you to integrate Retail ID with existing systems and custom databases, and design an analytics module for enhancing your customer insights.