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 intellicheck.com.

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