

MORE GOOD LOANS AND FASTER, THANKS TO NEUSTAR VERIFICATION.



KEY FACTS:

65% OF LOAN APPLICANTS

give a wireless number only

Lack of number verification =
more fraud and bad debt

Neustar Verification separates
good applications from bad

**“IT SAVES TIME, ALLOWING
ME TO QUICKLY VERIFY
CELL PHONE NUMBERS,
BUSINESS PHONE
NUMBERS AND THE PHONE
NUMBERS OF REFERENCES.
I CAN PROCESS MORE
APPLICATIONS PER DAY.”**

—Customer Service Representative

“FOR MOBILE PHONES WE JUST DIDN'T HAVE A GOOD SOURCE” OF CUSTOMER INTELLIGENCE.

“Before turning to Neustar, our customer service representatives spent a considerable amount of time searching various sources to confirm customers’ phone numbers,” said Bruce Cumming, Dollar Financial’s VP, Information Technology, which operates 350 Money Mart payday loan stores. “For mobile phones, we just didn’t have a good source.”

Over 6 in 10 applicants provide mobile numbers only. Without number verification, fraud, bad debt and loan defaults tend to rise considerably.

Dollar Financial has solved the problem with Neustar Verification. The results: instant verification, greater operational efficiencies, fewer bad loans, defaults and fraud – plus faster approval of good applications. Neustar Verification is a Customer Intelligence solution that enables continuous, real-time information for efficient marketing inbound and outbound across all your channels.

“NEUSTAR HAS FILLED AN IMPORTANT GAP FOR US.”

The company now verifies mobile numbers in a flash, confirming the linkage between the applicant’s number, name and address. Thanks to authoritative data sources, proprietary linking logic and an unrivaled real-time network, Dollar Financial has greater confidence that a customer can be reached at the stated address or phone number. All with an easy tool integrated into the point-of-sale system.

“Neustar has filled an important gap for us,” says Bruce. And not a moment too soon. “The percentage of mobile phone numbers being used keeps increasing.”