

“OUR VERIFICATION OF APPLICANT PHONE NUMBERS JUMPED 380%. NEUSTAR UNQUESTIONABLY HAS THE TOP PERFORMANCE.”



KEY FACTS

SANTANDER:

market leader in non-prime auto financing

MORE VERIFIED APPLICATIONS =

more loans processed

PLUS LOWER COST & RISK

“Every day, there are hundreds of thousands of auto loan applications in the industry that undergo a twenty-four hour manual review process for approval,” says Rush Blevins, Director of Business Strategies, Santander, which works with 12,000 auto dealerships nationwide.

“WE’RE STREAMLINING THIS PROCESS WITH REAL-TIME IDENTITY VERIFICATION.”

“With the intelligence Neustar provides, we’re streamlining with real-time identity verification of applicant information,” he adds. “Our verification of applicant phone numbers jumped 380% across all channels shortly after we started working with Neustar.” Neustar Identification is a Customer Intelligence solution available on Neustar PlatformOne.

“A big win for us was Neustar’s ability to link mobile phone numbers to names, addresses and other relevant information,” says Rush. Over 50 percent of Santander’s loan customers do not own homes or landline phones.

“We have worked with other verification providers but Neustar unquestionably has the top performance,” Rush continues. “Overall, Neustar has a 48 percent higher verification rate for addresses compared to our previous vendor. For our phone verifications, Neustar was able to verify more than 53 percent of our applicants compared to our previous vendor’s 11 percent.”

“WE’RE LOWERING OUR COSTS, MINIMIZING RISK AND IMPROVING DEALER SATISFACTION.”

Besides benefiting Santander, accurate real-time verification helps dealers and their customers. Dealers close faster and, with less paperwork, customers get faster funding. Everyone drives home happy.

“With this new process, we’re lowering our costs, minimizing risk and improving dealer satisfaction,” says Rush. “We’re very satisfied, especially with the quality and coverage of the phone data — both mobile and landline.”