



# Aspect Verify™ Location Verification

Utilise mobile location to build increased trust with customers

Businesses face the challenge of maintaining consumer trust when sending sensitive information while still providing the best, most convenient customer service experience possible. Aspect Verify addresses these concerns within a mature cloud infrastructure.

Aspect Verify helps businesses better understand customer behaviour and ensures no sensitive communications, such as the delivery of one-time passcodes, have been compromised. Aspect Verify uses a variety of metrics centred in three key areas:

- Knowledge of customer
- Behavioural understanding
- Transactional insight

Insight is generated from transactions, customer engagement and mobile network level data.

The flexibility inherent within Aspect Verify allows for easy integration with any risk engine. Additionally, the platform is designed to be easily deployed into any business infrastructure and process, even non-Aspect communication platforms. Aspect Verify is channel agnostic with a focus squarely on the number of communication pathways in use and associated risk.

## The Mobile-First Consumer Mentality

Businesses continuously face the challenge of understanding how to provide their customers with the best engagement experience. This is especially true when it comes to mobile and accommodating consumers' on-the-go lifestyles. Increasingly, consumers have a mobile first mentality when it comes to interacting with businesses. Given this consumer preference, mobile is the best and most relevant form of identification today. Additionally, mobile interactions can create digital personas that reveal invaluable insights into consumer behaviour.

Since consumers take their mobile devices everywhere, these devices are the best point of reference when it comes to locating an individual. The location factor is important for multiple reasons:

- Location can improve the way businesses identify their customers
- Customers can be confident in the security of their identity regardless of the number of transactions made
- Location is a superior indicator when it comes to determining and detecting fraud



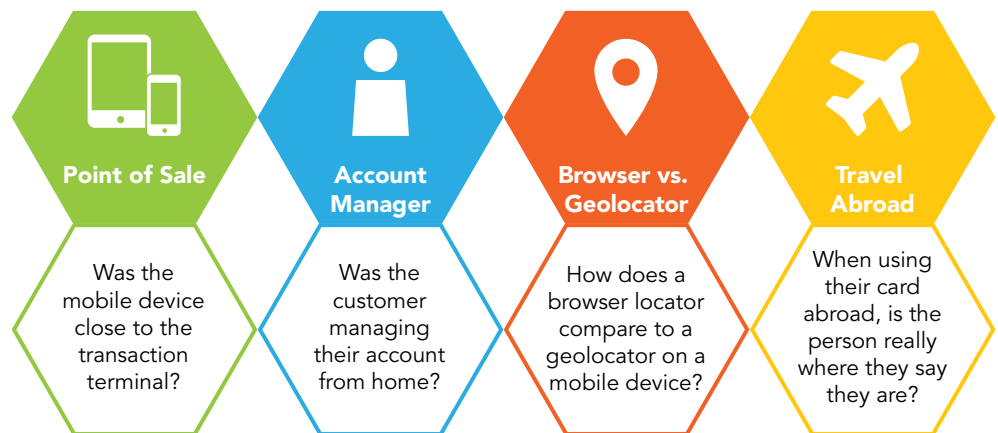
## How it Works

Most services rely on GPS or the activation of location detection in a mobile app. Aspect Verify's location verification uses network data to determine the associated geographical area, ensuring better reach and coverage. Additionally, Aspect Verify™ **does not track individuals**—reducing fears of data protection.

Today, everything – and everyone – is digitally connected, with just about everyone having a digital identity. At a time when online fraud is on the rise, mobile is the ultimate “possession factor.” Aspect Verify supplies that safeguard and does so in a way totally transparent to the consumer, securing the delivery of higher-risk information, whilst delivering high levels of quality customer engagement.

Location verification operates by determining the location of a mobile in relation to an event and fixed point.

## Aspect Verify™ – Build Trust and Customer Loyalty



## Key Features

- Country level locators are used for transactions made overseas
- Granular domestic locators ensure purchases made from home
- Data within Aspect Verify provides a better insight to the level of risk

### Corporate and Americas Headquarters

2325 E. Camelback Road,  
Suite 700  
Phoenix, AZ 85016  
+(1) 602 282 1500 office  
+(1) 602 956 2294 fax

### Europe & Africa Headquarters

The Record Store  
15 Pressing Lane  
Hayes UB3 1EP  
United Kingdom  
+(44) 20 8589 1000 office  
+(44) 20 8589 1001 fax

### Asia Pacific & Middle East Headquarters

7 Temasek Boulevard  
#08-02 Suntec Tower One  
Singapore 038987  
+(65) 6590 0388 office  
+(65) 6324 1003 fax

### About Aspect

Aspect helps enterprises break down the walls between people, processes, systems and data sources, empowering organisations to unite around the customer journey. Our customer engagement centre offers native [interaction management](#), [workforce optimisation](#) and [self-service](#) capabilities that drive dynamic, conversational interactions and create a truly frictionless omni-channel customer experience. Leveraging all the benefits of the cloud and over 40 years of industry ingenuity, Aspect conveniently and easily connects questions to answers while helping enterprises keep service levels high and operational costs contained. For more information, visit [uk.aspect.com](http://uk.aspect.com).

Aspect® and other marks as indicated, are the trademarks or registered trademarks of Aspect Software, Inc. in the United States and other countries.

