



MARKET CHALLENGES

Acts of retail fraud are taking place every single day, costing retailers millions in financial losses.

With the number of online purchases increasing rapidly, retailers have a number of challenges to overcome to ensure that they aren't selling their products to fraudsters.

- ✗ False positives are becoming more costly than fraud
- ✗ Lack of global data to verify customers
- ✗ Lengthy and costly customer acquisition
- ✗ Account takeover fraud is growing year-on-year

MARKET KNOWLEDGE

+30% Online retailers are seeing a 30% increase in fraud year-on-year.

-5% On average retailers are losing 5% of their revenue due to false positives

+45% Account takeover fraud has rose by an alarming 45%.

KEY BENEFITS

Decrease False Positives



Reduce Fraudulent Chargebacks



Consistent Global Verification



Protection From Account Takeover



KEY RESULTS



90%
DECREASE

Reducing the number of false positives by 5%.



30%
UPLIFT

Delivering a 30% uplift in ID verification, and reducing fraud by 20%.



0:00:05
VERIFICATION

Instantly verifying new customers in sub 5 seconds.

HOW IT WORKS

At Hello Soda we use a range of data points to help build the profile of an individual. These data points are used to both verify and authenticate a user. Our methods for profiling include;

Social Authentication

Connected through **Profile iD**, Hello Soda's engine analyses thousands of data points contained within an individual's digital profile.

Document Verification

Personal documents are upload via **Profile iD**, these images are analysed for any inconsistencies and indications of falsification.

Biometric Matching

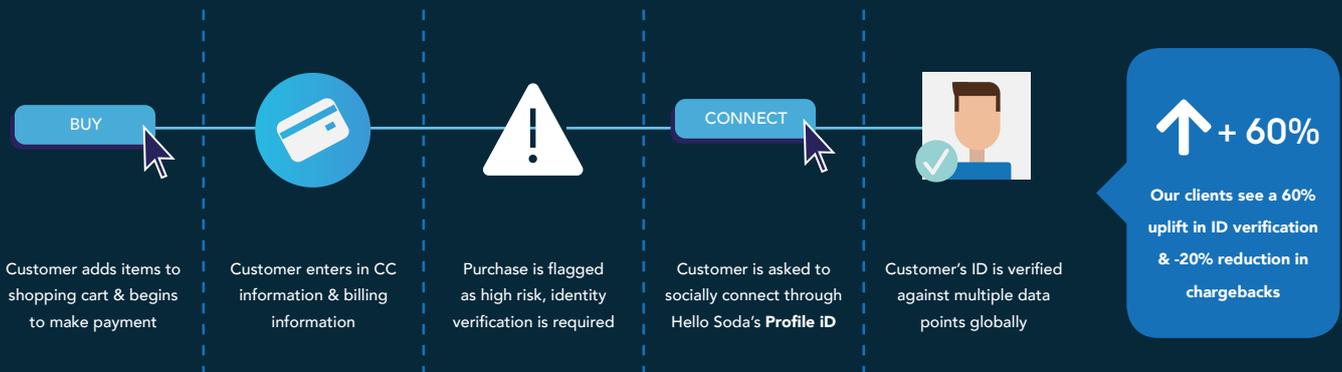
Using any device an individual takes a short 'selfie' video that is cross-checked with the photo on their ID document.

Utility Connect

Via **Profile iD**, individuals are able to verify their address or identity by connecting with their utility providers.



WHERE WE FIT



OUR SECTOR EXPERT



Chris is our Business Development Director focusing on Retail Finance and Fraud at Hello Soda. Chris's current work for Hello Soda focuses on helping clients increase revenue and decrease costs by using digital and social data to automatically verify the identity of customers and reduce fraud.

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