



Wikipedia says **Identity verification service** is used by businesses to ensure that users or customers provide information that is associated with the identity of a real person. The service may verify the authenticity of physical identity documents such as a driver's license or passport, called *documentary verification*, or may verify identity information against authoritative sources such as a credit bureau or government data, called *non-documentary verification*.

In customer profiling and other campaign types as well, identity verification is as important as the air we breathe - when it's contaminated with pollutants it can harm a person's health and may even cause death. Pardon my morbidity, but yes, your [business will eventually die when all the data you're dealing with are fraudulent](#).

Trulioo, the leading global ID verification company emphasized the [importance of identity proof](#) in the emerging markets due to identity theft by internet hackers. Look how clever these criminals are - as technology in business progresses, their felonious tactics have become just as competitive.

Marketing strategists have come up with ways to do business contacts verification strategies like verification softwares. One example is *Precise IDSM for Compliance* by [Experian](#)), an identity verification software that allows clients to make fast, flexible decisions when acquiring new customers while also managing fraud and compliance processes throughout the Customer Life Cycle.

While mutual company StateFarm uses **Knowledge Based Authentication (KBA)** as part

of their customer verification process. Verification questions are generated randomly during each customer interaction, making it impossible to determine which questions will be presented in a quiz. The provider pulls answers for the verification questions from a wide variety of customer information databases, but not from State Farm customers' personal information.

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Betfair, UK's leading sports betting company completes their customer verification process **electronically** through *ID-3*. When you first fund your account your personal details are run automatically through an identity verification product called ID-3. This is a product supplied by our partners at GB Group. We check the full name, address and date of birth details entered during registration against multiple data sources to confirm the validity of the information.

But we always go *back to basic* and visit the *old school* once in awhile like some marketing strategists do for their business contact information verification process - **Calling.**

Related: [The Best Practices for B2B Business Calling for Consulting Businesses](#)

Despite all the promising benefits and advantages of advanced technologies in contact information verification, over the phone verification still thrives as one of the many preferred strategies by marketing specialists. For them, there is no better way to get the most accurate information but from the customer - speaking live to them, branding your prestigious company in a courteous manner, promptly answering their queries without delay and building genuine rapport are factors that generate authentic trust from the customer. Tools or softwares were crafted to streamline workflows and ease tasks by automating processes but must be considered as aids to humans only. Logic and initiatives are best exemplified via live customer engagement.

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