

Impact of Identity Verification on Hospitality Loyalty Programs

Enhanced Security and Fraud Prevention

Identity verification helps prevent loyalty fraud, which is a growing concern in the hospitality industry. Loyalty fraud costs large travel and hospitality companies over \$1 billion annually. By verifying the identity of loyalty program members, businesses can reduce the risk of account takeover, chargeback fraud, and fraudulent point redemption.

0.2%

Chargeback Rate

\$4.6m

Additional Revenue

99.5%

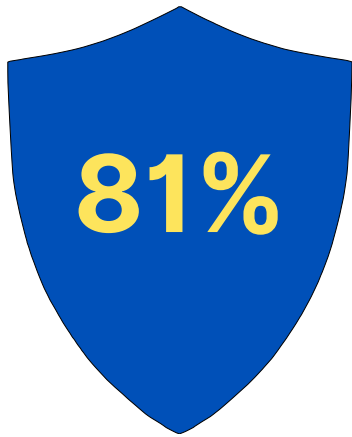
Approval Rate

For one eCommerce giant, implementing ID Dataweb improved their customer satisfaction and their bottom line. With us, they:

- **Reduced Chargeback Fraud:** Only 0.2% of transactions reviewed resulted in a chargeback, well below industry standards.
- **Increased Approval Rates:** Achieved a 99.5% transaction approval rate, surpassing the industry average of 92%.
- **Improved Efficiency:** Automated processes freed up resources, allowing the team to focus on more complex cases.
- **Gained \$383 return on every dollar spent:** ID Dataweb contributed \$4.6 million in additional revenue.

Improved Customer Experience

Effective identity verification builds trust with customers by ensuring their personal information is protected. With ID Dataweb, you can rest assured knowing your identity verification processes are secure and up-to-date without introducing risk around holding personal data, freeing your team from constant vigilance.



**81% of consumers say
loyalty programs
increase their
purchases from a brand**

Benefits of Partnering with ID Dataweb

- ✓ **No PII Promise:** ID Dataweb never stores or shares you or your clients PII.
- ✓ **Instant Onboarding:** Quickly onboard real users with a suite of biometric, mobile, and ID verification tools.
- ✓ **Directory Risk Analysis and Screening:** Screen your existing databases for stolen identities, duplicate accounts, deceased users, and fraud consortiums. Continuously monitor and screen your directories for risk.
- ✓ **One Stop Shop:** We cover every fraud identity verification use case. Protect consumer, workforce, and third-party identities across every touchpoint.