

Success Story: Healthcare Data Company Reduces Policyholders' Online Friction

This US company is a leader in healthcare data curation, leveraging big data, AI and domain expertise to improve the quality, completeness, and usability of healthcare data across different systems in the industry.

Business objective

To reduce policyholders' friction, the company wants to identify and authenticate consumers automatically at the point of application or claim at mobile channel. This helps to mitigate risk and screen out potentially fraudulent requests.

Challenge

When it comes to entering personal information, consumers are daunted by having to manually enter so much data. This channel friction leads to a high rate of transaction abandonment, which in turn leads to lost revenue, customer dissatisfaction, and the opportunity to gather valuable consumer insights.

Solution

Zumigo and Equifax collaborated to create a mobile authentication solution. Equifax InstaTouch ID, integrated with Zumigo's identity verification solution, helped the company to authenticate the mobile number of the device being used for the claim before requesting for more information.

Results

Authenticated household consumer information gives insurers the deep insights they need to enhance the consumer experience, to streamline the application process and to optimize claim submissions by gradually introducing more friction after trust has been established.



Zumigo is on the frontline of digital identity verification that helps the world's largest enterprises protect transactions, devices and accounts. Zumigo supports over 800 mobile operators, verifying over 4 billion mobile numbers globally with services reaching 180 countries. [Learn more at www.zumigo.com](http://www.zumigo.com).