Success Story:
Rental Screening Company Identifies, Approves Quality Renters Quickly

A rental screening company verifies the identity of potential residents and provides risk scores to property managers and landlords. They use the risk scores to quickly approve potential residents while reducing fraudulent applications.

Business objective

With over 44 million households currently renting in the US, property managers need to identify and approve quality renters quickly and efficiently. Property managers need to know to whom they are renting so they can assess their ability to pay, protect themselves from fraud, and reduce risk of costly evictions.

Challenge

The company relies on time-consuming manual checks that are error prone. The process is not equipped to detect false information or identity theft in the application.

Solution

Zumigo and Equifax collaborated to create a mobile form pre-fill solution. Equifax InstaTouch ID, integrated with Zumigo identity verification solution, helps the company verify a potential renter's identity using Zumigo for a simple authentication check via a mobile number. Upon verification, the form pre-fills the potential renter's PII information quickly and confidently.

Results

The joint solution results in faster processing times and better user experience; decrease in operational costs; reduce risks of fraudulent applications; and enhanced renter data accuracy.

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**.

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