

# 16 Ways Data Quality Reduces User Friction in eIDV

In today's competitive market, eIDV vendors must prioritize accurate, standardized contact data to reduce verification errors, streamline processes, enhance security, and deliver the seamless experiences customers now demand.

Electronic identity verification (eIDV) has now become essential for secure and seamless interactions, from onboarding to safe transactions. However, poor contact data quality—such as outdated addresses or inconsistent formats—creates unnecessary friction, leading to delays, verification errors, and user frustration.

By prioritizing accurate, standardized, and up-to-date contact data, organizations can streamline the eIDV process. High-quality data enables faster verifications, fewer manual reviews, improved fraud detection, and enhanced compliance, all while creating a smoother, more secure, and satisfying user experience.

This infographic highlights how investing in better contact data reduces friction and transforms eIDV at every stage.



## Melissa – Global Leaders in Contact Data Quality

Our philosophy is simple: bad data is bad business. Since 1985, we have been global leaders in data hygiene, address verification and identity resolution, helping over 10,000 businesses worldwide harness accurate data for a more compelling customer view.

Our industry-leading solutions have processed over 1 trillion address, email, name, and phone records.



On-Prem or Cloud



HIPAA / HITrust & SOC2



CCPA & GDPR Compliant



99.99% Uptime with SLA

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### Seamless Cross-System Integration



High-quality contact data allows **seamless integration** across multiple verification systems, ensuring consistency and **reducing errors** caused by discrepancies between databases.

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### Better Fraud Detection



Clean and accurate contact data **helps detect anomalies** and inconsistencies that may indicate **fraudulent activity**, enhancing security without inconveniencing genuine users.

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### Customized User Experience



Reliable contact data **enables personalization** during the onboarding process, creating a **smoother** and more engaging customer experience.

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### Compliance With Regulations



Accurate contact data ensures adherence to regulatory requirements such as **KYC & AML**, **avoiding compliance issues** while maintaining a frictionless process for users.

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### Reduced Communication Failures



Valid contact information (e.g., phone numbers or emails) ensures that users **receive important notifications or prompts** during verification without delays or miscommunication.

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### Scalable Processes



Clean and standardized data allows eIDV systems to **handle larger volumes** of verifications efficiently, **reducing bottlenecks** as the business scales.

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### Improved Data Insights



High-quality contact data **facilitates better analytics**, allowing organizations to identify and address recurring **friction points** in the verification journey.

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### Consistency Across Channels



Accurate and synchronized contact data ensure a **smooth verification experience** for users interacting with the system **across multiple platforms** (mobile, web, or in-person).

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