
TrueIdentity for Auto

Adding customer value
through empowerment
and protection

- ✔ **Attract the right customers**
Use broad intelligence to focus resources on acquisition via smarter customer profiling.
- ✔ **Drive effective marketing campaigns**
Enjoy positive ROI on sales efforts through thoughtful targeting.
- ✔ **Implement effective growth strategies**
Identify opportunities for growth across the full sales lifecycle.
- ✔ **Understand your business better**
Improve floor stock profiles and enhance sales training.

By providing consumers complementary access to TransUnion TrueIdentity, auto dealers have a unique opportunity to build trust, empower consumers and prevent identity theft. Offering a fully managed service that guards against growing data breach threats, your business can enjoy potential commission revenue as consumers renew after a year.

Empower consumers to take control of their identity

When consumers buy a car/apply for auto finance, (auto) they face a high risk of identity theft as their profile is exposed. Credit is an attractive target for identity thieves who use stolen personal information to fraudulently obtain credit for themselves. Then, when this line of credit isn't paid, the consumer's credit score is negatively affected – and resolving these incidents can take months and result in all kinds of unplanned expenses.

i Cost of a data breach in South Africa is on average R42m per breach in 2019 – up from R37m in 2018

Publicly traded companies suffered an average drop of 7.5% in their stock values after a data breach.

Product features:

→ ID Monitor

Receive email or SMS alerts when personal information is detected on the dark web.

→ Credit Report PLUS Alerts and Score

With unlimited access to the TransUnion Credit Report (updated daily), you can keep track of changes to their report and score.

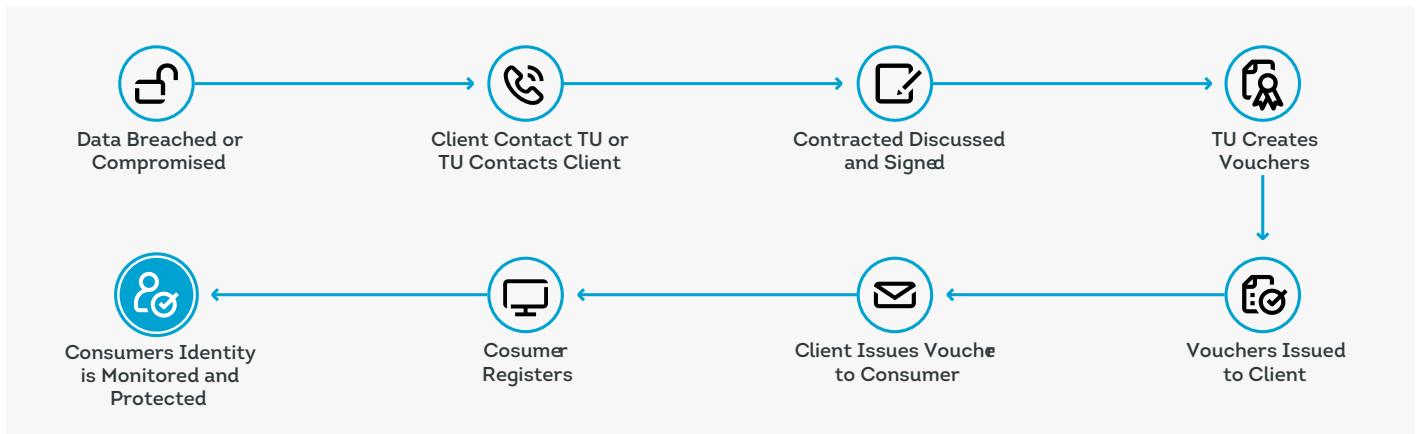
→ ID Restore

Customers get expert forensic investigator help if their identity is stolen.

→ ID Recover

Benefits of R100K identity theft insurance coverage help customers recover from identity theft.

TrueIdentity gives your customers the tools to detect identity-related threats



Take active measures to guard against data breaches

Auto dealers need to safeguard their business with a robust data breach solution. Legal risks include failure to comply with POPIA requirements – with fines up to R10M – and further fines of up to €10m or 4% of global turnover if EU citizens are impacted under General Data Protection Regulation (GDPR). Then there's the risk of losing business as a result of customer churn, as well as reduced market capitalisation from a loss in brand reputation and consumer trust.

TransUnion's TrueIdentity helps you reduce the legal, financial and reputational risks associated with a data breach while proactively monitoring, restoring and insuring victims of breach.

TRANSUNION AUTO LIFECYCLE PRODUCTS SUITE

- ICheck
- Market Price Indicator
- Triggers
- TrueIdentity
- Valuations
- Wholesale Price Indicator
- FirstCheck
- Digital Onboarding
- Verifications
- Analytics and Marketing Solutions
- CreditView
- Dealer Guides
- Car Price
- Quick Credit and Fraud Check
- BI Reports

LEARN MORE

To learn more about TransUnion Auto Lifecycle please contact your TransUnion representative.