Digital Acquisition Solution

Customer preference for digital banking has been accelerate by the pandemic. A frictionless digital acquisition experience is crucial in the customer onboarding journey, as it sets the tone for all future interactions with the issuer.

71%[1]
Typical rate of credit card applications made via digital channels

3 years[2]
Faster digital adoption, accelerated by the COVID pandemic

50%[3]
Increase in mobile banking volumes

Preventing fraud, minimizing risk and delivering a fast, efficient prospect experience are a challenging balance for all issuers to achieve in the digital acquisition process.

5X more successful digital acquisition rates
achieved by a large Latin American bank using Visa's Digital Acquisition Solution

The highly-advanced **Digital Acquisition Solution** from Visa enriches prospect data and combines biometrics with AI verification to enable your business to better qualify leads while taking control of risk.

Reduce the risk of approval decisions
260+ fraud detection points drive approval accuracy in-line with your business' approval policies

Minimize fraudulent applications
By combining data from traditional and enhanced sources, fraudulent applications are quickly removed

Focus on digital experience
With risk minimized, your business can spend more time on enhancing the next stage of your customer's digital journey

Maintain your competitive advantage
With more customers demanding digital application processes, this fast, efficient solution enhances your prospect's experience and your market position

1. Mintel Comperemedia, US Credit Card Response Rates. Q3 2020.
https://store.mintel.com/report/us-credit-cards-and-credit-card-rewards-market-report/

2. Bain & Company, Covid-19 Boosts the Trajectory of B2B Digital Payments, September 2020,
https://www.bain.com/insights/covid-19-boosts-the-trajectory-of-b2b-digital-payments-infographic/

3. Fidelity National Information Services study, May 27, 2020,
https://www.cnbc.com/2020/05/27/coronavirus-crisis-mobile-banking-surge-is-a-shift-likely-to-stick.html/

VISA

What is the Digital Acquisition Solution?

A new web-based platform that uses enhanced predictive modelling and advanced customer authentication to give issuers the confidence, speed and accuracy to approve new customer applications in minutes.

The Digital Acquisition Solution has two distinct capabilities which the best global suppliers are already benefiting from:

Digital fraud prevention using advanced data verification

Device risk
eliminates 200 risk factors

Email risk
assesses social media & geolocation risks

Optical Character Recognition (OCR) & Basic Document Analysis
rejects fraudulent documents

Basic Facial Biometrics
validate documents against selfies

Anti-spoofing 2D
uses deep neural networks to reject fake photos

Risk mitigation by combining 260+ data intelligence sources

AI-based Decision Manager
uses Visa transactions & CyberSource data & aligns with approval policies to make accurate approval decision

Velocity & Concentration Algorithms
detects fraud using multiple rules based on speed and concentration of card requests

Data analysis
using traditional data sources

Risk-controlled digital acquisition backed by Visa's quality assurance

When you invest in the Digital Acquisition Solution, you also benefit from Visa's vast payments consulting experience, economic intelligence and breadth of data to drive better business performance.

A proven ecosystem

A constantly evolving solution that has been 100% tested and adopted by the best global suppliers

API orchestrator

Connects effortlessly with existing acquisition systems giving your business an agile and frictionless onboarding experience

International and best-in-class solutions

Incorporates unique, international solutions e.g., the world's largest database – Visa CyberSource

Risk mitigation

All risk assessment and scoring through the Decision Manager is managed in conjunction with the global VCA and model development/ support teams

Analytics support

Enjoy ongoing performance analysis and monitoring with the support of the Visa Consulting and Analytics team

Get started

Visit visa.com/VCA for more information, or to discuss how Visa's Digital Acquisition Solution could benefit your business, please contact **wskaff@visa.com**

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