

# LUCA

AI Powered Decisions

## Match

### Verify your customer's data instantly and securely

Match from LUCA, a Telefónica Data Unit, makes it simple and easy for you to compare and validate your customer's identity using the verified account data bound to their mobile number.

With Match from Telefónica, you can improve the conversion rate of new customer registrations, or more easily approve customer product or service applications.

Once your customer provides their consent, their data is matched with the customer account data held on file by Telefónica in real time.



#### Why Telefónica and LUCA?

Telefónica is one of the largest telecommunications companies with a **significant presence in 21 countries** and a **customer base that amounts to more than 341 million accesses around the world.**

LUCA is the data unit of Telefónica and its mission is to help corporations increase their results through a global offer of Big Data and Artificial Intelligence products and services.

*Telefónica* DATA UNIT

# Match

## Key benefits for you

- Verify customer data quickly and easily
- Improve registration conversion rates
- Improve acceptance rate of applications for new products and services
- Reduce fraudulent transactions
- Verified customer account data bound to the mobile number

## Key benefits for your customers

- Consent-based service, so the customer is in full control of how their data is used
- No customer data is shared, as only a binary match result is given for each attribute
- Ease of use – transparent to customers once consent is given
- Improves likelihood of registration or application success
- Reduces the risk of identity theft and fraud

## The technology behind it

- High-availability managed service
- High capacity, high volume, low latency
- HTTPS REST APIs for straightforward integration
- Subscription-based, to maintain fully auditable chain of consent
- Available as a query-response service



Customer shares their details with your business during sign-up or application



Customer grants consent to have their data checked and verified



Telefónica compares the data provided against the data we have for the customer



You receive a binary result for each attribute

## Get in touch

To find out more about LUCA Match speak to your LUCA account manager.

**LUCA**

[luca-d3.com](https://luca-d3.com)

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