

## EMPLOYEE RELATIONSHIP MANAGEMENT

# **BUILDING EMPLOYEE LOYALTY AND TRUST: HOW IDENTITY MANAGEMENT AND FRAUD DETECTION SERVICES CAN DELIVER VALUE-ADDED BENEFITS**



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**EMPLOYEE BENEFITS PROVIDERS CAN BUILD LOYALTY WITH STAFF BY PROVIDING VALUE-ADDED SERVICES.**

## **ATTRACTING AND RETAINING LONG-TERM EMPLOYEES**

Employee benefits providers today face the unique challenge of maintaining current client relationships while growing new business in a stagnant economy. It's no longer enough to offer basic protection when there is a growing threat of identity breach and fraud. As companies look for innovative ways to structure their benefit plans, many are discovering employees want to do business with companies that offer identity protection services. Benefits that enhance an employee's work and personal experience promote overall wellness throughout an organization—leading to higher employee retention.

Employees are increasingly selective and cost-conscious about benefits that meet their needs. Still, there are offerings that appeal to most employees and give them tangible rewards as part of their relationship with their employer. Employee benefits providers have a real opportunity to build employee loyalty with value-added services that allow employers to provide protection to workers who are vulnerable to the growing number of data breaches that expose personally identifiable information. Making a strong connection will be key in the next decade as the benefits industry shifts its focus from conventional plan offerings to those based on value customized around employees' needs.

Top of mind for most consumers is the security of personal data and financial information. What better way for benefits providers and brokers to build long-lasting relationships than to offer identity protection?

## **INTRODUCTION**

According to the Federal Trade Commission's annual list of consumer complaints, identity theft was No. 1. Identity theft and associated fraud takes many forms. Some of the most commonplace are:

- Credit/debit card
- Electronic funds transfer
- Data breach
- Internet/email
- Social media/phishing
- Business/student/personal/auto/real estate loans
- Government documents/benefits

Credit monitoring alone isn't a comprehensive solution to fraud. In fact, only 15 percent of identity theft is credit-related. That means 85 percent of identity theft goes unnoticed by traditional credit monitoring tools. The better solution to cover all bases: a 24/7 electronic monitoring process that covers public, private, credit and noncredit records.

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**SINCE CREDIT MONITORING FAILS TO DETECT MOST IDENTITY THEFT, IT'S CRITICAL TO PROVIDE AROUND-THE-CLOCK ELECTRONIC MONITORING TO FULLY PROTECT EMPLOYEES' IDENTITIES.**

A key selling point for employee benefits solutions may be the availability of fast detection and intended prevention of damages. Consumers who are able to detect identity theft fraud within one day pay out an average of \$34 for the fraud. Consumers who don't notice fraud for three to five months average \$1,061 per claim. Educating employees on proactive steps they can take to monitor their credit can save them time and money.

### A COMPETITIVE ADVANTAGE

Fraud detection and monitoring services can give employee benefits providers and advisers a competitive advantage by helping:

- **Create employee advocacy.** Benefits advisers can advocate financial wellness for their clients' employees, providing peace of mind.
- **Improve employee loyalty.** A proactive approach to identity protection sends a clear message: You are providing a much-needed value-added service that other providers may not have in their program offering or portfolio.
- **Improved monitoring outcomes.** A comprehensive monitoring process ensures that fraud is detected swiftly and throughout the entirety of the consumer's life, even through to estate protection, which would affect their surviving relatives. This delivers better overall protection and costs both consumers and employers less in out-of-pocket expenses as well as lost productivity through stress and dealing with damages.
- **Free up fraud department backlogs in larger organizations.** With a more comprehensive detection and prevention system, organizations can lower their dependence on in-house systems.
- **Impact bottom line while protecting employees.** Offering flexible products and value-added services helps benefits providers and brokers capture revenue and market share through unique market offerings that appeal to employees.

When choosing a fraud detection and identity theft protection service, look for an easy-to-implement solution that includes monitoring of online public and private databases to assure your clients that their employees' information and personal data are secure. Also, choose a solution that has both proactive prevention and resolution processes, delivering complete protection in every stage of life for you and your family members. More than 75 percent of consumers would pay between \$5 and \$15 for identity and fraud monitoring services, according to a GfK poll.<sup>1</sup>

<sup>1</sup> GfK Omnibus service research is based on a panel of 1,032 adults ages 18 and older, conducted from May 16-18, 2014. The margin of error on weighted data is +/- 3 percentage points and higher for subgroups

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**IDENTITY THEFT IS RAMPANT WITH MORE THAN 13 MILLION PEOPLE TARGETED IN THE UNITED STATES ANNUALLY. PROTECTION PRODUCTS AND SERVICES THAT PROVIDE 24/7 PROACTIVE AND RESPONSIVE SUPPORT ARE A MUST.**

### **PARTNERING WITH CYBERSCOOUT**

Identity protection products and services such as CyberScout's LifeStages® and FraudScout® offer comprehensive protection and resolution for all phases and stages of life. With more than 13 million Americans being targeted by identity thieves, a proactive, comprehensive offering that helps prevent and detect criminal behavior in its earliest stages is a must.

For example, LifeStages offers employees the most complete identity management solution available including the following services:

- Resolution
- Document replacement
- Tax fraud support
- Child identity theft support
- Financial fraud support
- Military identity theft support
- Travel identity theft support
- Estate identity theft support
- Break-in recovery
- Disaster recovery
- Employment identity theft support
- Email compromise assist
- Social media compromise assist
- Phish assist
- System-protection guidance
- Breach assist
- Assisted-living fraud support

Also, LifeStages is an on-demand, personalized service that provides employees with access to their resolution center support team 24/7.

Likewise, FraudScout monitors all the credit, noncredit high-risk transaction information that thieves target. It's a fully integrated platform providing fraud, credit, internet surveillance and card monitoring services to help keep employees' identities safe and their privacy level high. FraudScout provides nonstop identity monitoring and privacy protection for the following information:

#### **Credit Monitoring:**

- CreditGuard® daily credit monitoring
- Telecommunications
- Monthly credit reports and scores
- One-time credit report purchases
- Unauthorized payday loan notification
- Mortgage applications

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**CHOOSING THE RIGHT PARTNER FOR IDENTITY MANAGEMENT AND FRAUD PROTECTION SERVICES HELPS PROVIDERS BUILD A REPUTATION OF CARING FOR AND RESPONDING TO EMPLOYEES' NEEDS.**

- Credit/debit card monitoring
- Credit card, checking and savings account application
- Bank account attempted takeover

#### **Personal Data Monitoring:**

- Black market website (malware) surveillance
- Internet searches
- Social Security number trace
- Alias name and address monitoring
- Medical/insurance records
- Identity threat detection and alerts
- Driver's license monitoring/verification

FraudScout alerts employees to suspicious activity with real-time alerts. Also, employees get unlimited access 24/7 to certified fraud specialists for an additional layer of protection and assurance.

CyberScout goes above and beyond for its partners by providing marketing materials, education and training, and any additional support tailored to the providers' needs to best serve its employer clients. Our marketing support includes predesigned templates, messaging and the leveraging of our knowledge base for self-education and self-help resources so that your employer clients become a trusted source on identity theft and fraud that employees can call on when they need help.

When choosing employee benefits solutions, your employer clients consider the value each benefit adds to their employees' lives. By choosing an identity management service that provides ongoing security, benefits brokers and advisers can build a reputation of proactively caring for and responding to employees' needs. ■