

# Build a better trust infrastructure

Absence of trust is the #1 barrier preventing consumers from joining a sharing economy service\* and in the age of sharing economies, where regulations and assurance are not standardized, overcoming the trust barrier is not only the largest obstacle to customer adoption, but also the lynchpin to success. In order to succeed, sharing economy providers must build an environment of trust and safety between users and the platform itself.

## Improve trust through identity validation

Jumio's approach to identity and credential validation has been specifically developed to streamline the most challenging aspect of building a trust infrastructure – validating a user is who they really say they are. Traditional manual or in-person credential submission and verification runs counter to the internet-enabled, peer-to-peer nature of shared economies. Jumio's Netverify® technology offers real-time validation and authentication of government issued credentials from over 120 different countries to help you build a trust infrastructure that is seamless, quick, and intuitive for the end-user.

### How it works...

**1** At the point in your onboarding process that you define, end-users are asked to hold their ID document up to their mobile device camera or webcam.


**2** In less than a second Jumio's Netverify extracts relevant customer data such as name, date of birth and address, and passes the data to your systems.

**3** The data is instantly and neatly populated into the customer registration fields increasing sign-ups and reducing abandoned applications.

**4** At the same time Jumio authenticates the ID document to make sure it is a legitimate government-issued ID.



### The result?

-  Deliver a low-friction user experience that drives user adoption
-  Eliminate manual reviews of credentials and gain operational efficiency
-  Build an efficient, cost effective trust and identity infrastructure

\*Source: "Collaborative Consumption: What Marketers Need to Know"

# Enhanced trust infrastructure

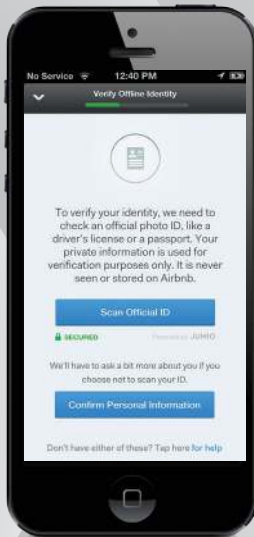
Airbnb: **Sharing economy lodging provider**

Objective: **Automate ID verification to build a trust infrastructure**



1

AirBnB asks the customer to scan ID documents using their device camera



2

The customers are then prompted to select the type of document and country of origin



3

The customer then sees the image of the ID document they've scanned



4

Because Netverify is embedded in the AirBnB app, documents are automatically authenticated against a range of security features



*“We’ve enabled Jumio’s real-time instant verification solution, Netverify to enhance our trust & safety efforts. It was easy to implement and the latest platform offers a fresh clean design and an intuitive user interface.”*



*“Jumio’s Netverify saves us time and money, eliminates manual document sharing, and creates a user experience that our customers love.”*



Learn more about how Jumio helps sharing economy service providers:  
[www.jumio.com/sharing-economy](http://www.jumio.com/sharing-economy)

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Multi-platform



Multi-device



Easy integration



PCI compliant

