Voter registration fraud

Voting in the United States is one of the cornerstone rights of our democracy. It's facilitated by each U.S. county, with state and federal oversight. Voter registration information typically is contained in one or two state-run databases. The counties responsible for running physical voting processes access these state databases to prepare for elections.

Like any technology investment, voter registration databases and systems need regular maintenance and upgrades which can be challenging in today's fiscal environment. Maintaining a high level of data quality can also be expensive and time consuming. We've witnessed increased interest in interference with fair elections over the course of the past several decades as technology has made voter fraud and manipulation easier.

Experian ROI

Experian has shown a high rate of return on investment in both data quality and identity proofing. These technologies are cost-effective and easy-to-implement, and they improve results immediately. Voting technologies largely have avoided being considered critical infrastructure, but pending the outcomes of the numerous investigations of the fall 2016 election, they could become critical very soon. Agencies are best served by exploring options and improving technologies related to these systems before mandates, funded or not, dramatically shorten implementation timelines and increase costs.

Challenges

• State and local government officials are always looking for ways to maintain high data quality in a cost effective way.

• In many jurisdictions, the ability to obtain voter identification information is limited and/or unachievable, raising the risk that the voter in question is not entitled to vote.

• Online voting almost certainly will involve more robust identity proofing capabilities than those currently used in paper voting processes.

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Meeting the challenges

Fraud and identity

- Verify the authenticity of the registered voter's credentials.

- Determine the likelihood the applicant's identity has been stolen or otherwise compromised.

- Establish if the applicant's identity has been artificially manufactured.

Location services

- Identify best known current address and phone to obtain right-party contact information.

- Provide additional information, such as previous addresses and phone numbers.

- Receive notification of change of address.

Data quality

- Cleanse data residing in voter registration databases and create one unique profile per voter.

- Correct data provided by voters during registration to avoid processing errors.

Our services can be provided in real time or through batch processing.

About Experian Decision Analytics

Experian Decision Analytics helps clients make better, more insightful decisions and create greater value from customer relationships across their entire book of business — from consumers to small and commercial enterprises. Clients use Decision Analytics' data intelligence, analytics, technology and consulting expertise to expand customer relationships; manage and mitigate credit risk; prevent, detect and reduce fraud; meet regulatory obligations; and gain operational efficiencies. Decision Analytics provides the intelligence used by leading businesses worldwide to assess with confidence the potential risk and reward of critical business decisions.