

Reasons Why Hiring Should Start With Identity To Protect Your Business



With more remote/hybrid workers and a rise in identity fraud, starting with identity before a background check is even more important to safeguard today's increasingly globalized workforce. In fact, identity verification is the most common service HR professionals plan to invest in as part of their screening program in the coming years, according to [Sterling's Hiring Reimagined report](#). Here's why:

1. Avoid Missed Records Due to Incorrect Data

- Without identity verification, background checks are entirely dependent upon the information a candidate provides. Incorrect biographic data provided by candidates – either intentionally or accidentally – can result in missed criminal records or records that will not be reported during a background check.

45%

more criminal records on average were uncovered for six Sterling clients after implementing identity verification before a background check ¹

2. Reduce Friction and Quickly Onboard Top Talent



Robust Options: With multiple verification options, identity verification has a **96%** successful completion rate¹



Fast Completion: Candidates can complete identity verification within **30 seconds avg.** when they are one of the **110 million** Americans pre-verified in our digital identity network or in **90 seconds avg.** if not pre-verified¹



Seamless Experience: Verified identity data automatically pre-populates into the background check, reducing the need for candidates to re-enter their information

Nearly 40%

of US candidates complete identity verification in ~30 seconds on average ¹

3. Deter Identity Fraud from the Start

- Starting with identity detects potential fraud early in the hiring process and promotes a safe workforce, for both remote and onsite candidates

3X Higher

Total fraud and identity theft cases have nearly tripled over the past decade ²

4. Strengthen Workplace Trust and Safety

- Consistent and robust identity and background screening services provide increased confidence with an estimated **~48%** of total workforce remote or hybrid in 2023-2024⁴

76%

of employers rated protecting employees and customers as the #1 reason for screening ³



Sterling's Identity Verification
Visit Sterling's Identity Verification services →

SOURCES

1: Sterling Corporate Stats, 2022-2023

2: Identity Theft Statistics from the Federal Trade Commission, 2022-2023

3: PBSA and HR.com Screening Trends

4: Omdia's Future of Work Report, 2022