# 9 Ways Digital ID Verification Beats Manual Checking for **PAYMENT PLATFORMS**

**Case Study** - How greenID's digital ID verification solution helped Pin Payments streamline account applications and boost customer acquisition.

> ## When it comes to optimising customer experience, payment platforms seek a perfect combination of trust and convenience.

Trust and convenience are especially key during the onboarding process, and identity verification plays a key role in facilitating both. On the one hand, identity verification satisfies regulators that payment customers are legitimate. It also reduces the risk of money laundering and fraud, which can sink an organisation's reputation before it's gained the necessary trust.

A low-friction onboarding experience is key for payment providers to acquire new customers. According to a 2018 Signicat study, 52% of respondents have given up on banking applications. The number 1 reason for the abandonment? The amount of time it took.

As payment providers wrestle to create the ultimate customer journey and finely balance a frictionless customer experience whilst maintaining effective KYC/AML and fraud prevention measures, they need to automate their new customer identity verification process while maintaining very high standards of compliance.

From more-accurate verification results to a faster onboarding process, here's why manual checking simply doesn't measure up to its digital counterpart for payment facilitators.

# Accuracy

Payment processing companies need to maintain very high standards of identity verification to keep fraudsters at bay and meet their AML/CTF obligations.

Digital verification technology trained to review specific ID document types is far more accurate than a human could ever be.

It looks at a document's specific security features and compares documents against thousands of examples in our comprehensive library.

The library performs the following three checks:

**Visual**
The library determines what kind of document has been presented and compares it with sample images of the same document type. It then checks for specific segments known as 'visual patterns' for matches.

**Sanity**
The library performs a number of logic-based checks e.g. the birth date is not in the future. The meta data of the specific document type is also checked to ensure, for example, the issue date of the document is consistent with the dates the document type was in use.

**Consistency**
The library cross references data to check for consistency. On ICAO passports, for example, it checks the data in the document's Machine Readable Zone (MRZ) against the data in the rest of the document.

## Time

The speed of verification is crucial to the frictionless onboarding experience that customers of payment systems have come to expect.

The average digital id check takes between 3 and 10 seconds, depending on document type and its security features.

A human reviewer would need to compare a specific document against a known template, checking item by item. This could take as long as 30 minutes and still be prone to human error.

What's more, not all templates for every document are available for manual checking. Meanwhile, some security features are difficult and time consuming to calculate manually e.g. MRZ check digits.
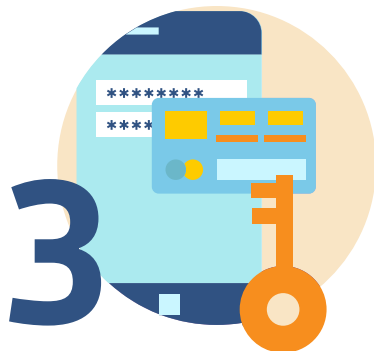
## Tamper detection

Modifying part of an identity document can take just minutes using software such as Photoshop, and can go undetected by the naked eye.

But digital manipulation leaves behind artefacts that our technology can identify as being inconsistent with a genuine, untampered image.

It uses mathematics and machine learning to automatically detect and localise the parts of an image that have been digitally altered in a way that human reviewers can't.

## Cost

Time is Money for payment providers seeking to fulfil customer requests to process payments in real time. Digital document verification has the advantage of being able to process document at rates that far exceed that of an entire team of experts.

Coupled with the fact that servers can run 24-hours-a-day; 7 days a week, a digital document scanning system can process far more cases in a single day than a team of manual operators can in a week.

## Scalability

Manual identity verification is a complex task. Ramping up a compliance team requires substantial investment in staff recruitment and training. Needless to say, this takes time and makes it difficult for payment facilitators to scale on demand.

Hosted digital solutions simply do not face this problem as scalability can be automated or triggered with the click of a button.

What's more, scaling down in slower times is equally possible - unlike manual verification where payment providers may find themselves running rich on staff resources when business slows.

## Availability/uptime

The advent of cloud computing has nearly eliminated system downtime.

Redundant servers, co-located in strategic regional locations minimises the risk of downtime drastically. The same can't be said of manual verification teams that often are required to work in groups and collaborate on a case-by-case basis.

## Customer experience

A core aspect of a world-class customer experience for a payment provider is the ability to tailor customer journey according to the needs both or your organisation and your end-user. Digital Identity verification has the ability to make specific determinations in near real-time, resulting in seamless decision making and faster response to the customer.

This saves the customer precious time and leaves them infinitely more satisfied with their onboarding interaction.

## Fraud detection

Highly trained document experts with exceptional fraud detection capabilities are a rare breed and in high demand, but even these skills pale in comparison to the exponential learning capabilities of modern digital verification processes.

Unlike human document checkers, machine learning at scale has the ability to learn once and deliver consistently for as long as you need it to.

## Consistency

Identity documents aren't manufactured with the level of consistency you might expect. Printing alignment, materials, colour variance and document quality are all examples of characteristics you would expect to be consistent.

Unfortunately, government-issued identity documents vary from one batch to the next, with production often assigned to multiple manufacturers. This risk is mitigated by tolerance verification levels baked into digital document checking systems.

![greenID GBG logo]

# greenID for Payment Platforms

Increase the speed of account creation and reduce abandonment rates

## Real Time Verification

Increase acquisition rates for payment accounts and comply with KYC obligations by using greenID's real time, digital ID verification solution which is trusted by over 500 companies in Australia.

## Frictionless Onboarding

OCR document scanning and data extraction enable frictionless form pre-fill for quicker onboarding.

## Onboard Anytime Anywhere

greenID makes it simple for your customers to verify their identity using the biometric (facial) verification capability embedded into your smartphone app so they can be onboarded easily, while satisfying the right regulatory requirements.

## 24x7 Uptime

With greenID 24x7 SaaS system, your customers can verify themselves any time of the day, every day and make payments instantaneously.

## Reduce Abandonment Rates

Maximise verification and reduce abandonment rates by accessing over 24 trusted identity data sources including the Australian Electoral Roll and Attorney General's Document Verification Service (DVS).

## Scalability

Reduce dependence on labour-intensive compliance processes with greenID's automated and scalable cloud-based solution.

**To know how greenID's digital document checking can benefit your organisation**

**Visit:** www.gbgplc.com/apac/products/greenid/
**E:** contact@gbgplc.com

# greenID Case Study

Efficient onboarding helps streamline account applications and boost customer acquisition



## Key benefits for Payment Platform

20% uplift in applications

Real-time customer onboarding

KYC-compliant verification

## About Pin Payment

Pin Payments is an online payment platform designed for small businesses. Pin Payments build intentionally simple software to help its customers accept card payments, whether they run an online store, sell subscriptions, invoice their clients, or process card sales manually.

## The Challenge

Launched as a start up in April 2013, Pin Payments offered Australia's first all-in-one multi-currency payment system that didn't require a merchant account — just an active ABN and an existing Australian bank account.

The service removed the complexity of processing payments thereby allowing small Australian businesses an easy way to get paid online. Pin Payments allowed businesses to accept payments from local and international customers with same day account set-up and activation.

As a payment facilitator, Pin Payments was required to perform KYC checks against every new account request. They fulfilled the KYC requirement through a labour-intensive process where documents were requested from every customer and verified manually through an online service.

Whilst this was acceptable initially, Pin Payments knew the onboarding process wouldn't scale and could pretty much hamper their turnaround time. It was vital for Pin Payments to offer a streamlined onboarding process to facilitate growth in customer acquisition.

## The Solution

Pin Payments deployed greenID™ to fast-track customer onboarding by allowing its business customers to perform their ID verification in real time as part of the online application process.

The real-time electronic verification process delivered by greenID™ enabled Pin Payments to live up to its core brand promise of instant account setup and activation. The implementation of greenID™ helped Pin Payments streamline the application process for its customers thereby reducing friction and enhancing customer experience leading to reduced abandonment and improved revenues. It had the added benefit of helping the team at Pin Payments reduce its manual workload and focus more on growing the business.

---

"The implementation of greenID™ has had a very positive impact on the growth of Pin Payments' business volumes. We have observed a 20% uplift in the number of customers who complete the onboarding process. We attribute this increase to the reduction in the 'work' our customers have to do in order to complete ID verification."

**Chris Dahl, Director, Sales & Growth, Pin Payments**

# Australian Sales Offices

**Melbourne:** Level 4 360 Collins St Melbourne VIC 3000 T: (+61) 3 8595 1500

**Sydney:** Suite 301, Level 3 20 Bond St Sydney NSW 2000 T: (+61) 2 9053 6321

**E:** contact@gbgplc.com **W:** www.gbgplc.com/apac

**Rest of APAC:** Canberra, Beijing, Jakarta, Kuala Lumpur, Shanghai, Shenzhen, Singapore
**Rest of World:** Barcelona, Dubai, Germany, Turkey, UK, US

# About GBG

GBG is a UK listed company and a global technology specialist in fraud and compliance management, identity verification and location intelligence. We help organisations in financial services, telco, government services, healthcare, education, retail, betting and wagering manage the entire customer journey, from KYC/AML to digital onboarding to ongoing transaction monitoring.

Our products are built on an unparalleled breadth of data obtained from over 270 global partners, which help us to verify the identity of 4.4 billion people across 72 countries globally.

Our customers range from US e-commerce giants to Asia's biggest banks and European household brands. In Australia, some of the best-known businesses include Suncorp, Ubank, Latitude, National Australia Bank, Western Union, Orbit Remit, Rev, PointsBet, Sportsbet, Optus, Vodafone, BMW Group Financial Services, and Australia Post.

GBG's onboarding and identity solution known as greenID is ISO 27001 certified providing secure, privacy-compliant online services that enables organisations to verify the identity of their customers in real-time. GBG is the largest Gateway Service Provider (GSP) in Australia and process over 60% of all commercial Document Verification Service (DVS) transactions.