



Photo: Bloomsbury penthouse in Holborn, UnderTheDoormat.com

Who?

UnderTheDoormat provides the opportunity for homeowners to earn effortless income when they are away, and offers guests the local experience of staying in special homes with personality and character during their visit to London.

What do they need?

To build trust and take the risk out of the sharing economy. Veridu ID verification gives insight about guests before they arrive providing an extra layer of comfort to homeowners helping them open their lovely homes to guests who they haven't met in person.

How are they doing this?

By integrating a frictionless, flexible and cost-effective verification process into the core of their platform.

So how does that work?

Before any booking can be confirmed users have to verify their identity. The process is simple and can be completed by the user at any point so that it doesn't impact the overall experience of using the site.

UnderTheDoormat have configured the verification process to include social media checks, challenges to prove the user has knowledge of the accounts they've used, as well as email/phone number authentication and a passport upload facility to confirm identity at the check-in. These choices give the user control over how they verify themselves.

We analyse the information provided by a user to assess the credibility of their identity by calculating the time it would have taken to fake the accounts. Users who successfully verify get a visible badge for their profile and can confirm their bookings.

Want to know more? Contact hello@veridu.com

What's so great about it?

Let's see...

Homeowners get peace of mind, knowing their homes will be in good hands.

It adds security and builds trust without compromising on a slick customer experience.

And finally, in the words of UnderTheDoormat developers, it's "beautifully built".

"Operating in the sharing economy, it's vital for us to build trust into our platform by removing risk for our homeowners and guests. Veridu's social identity solutions are a big step forward for us as a business in building the trust which is at the very core of UnderTheDoormat values"

*— Founder & CEO,
UnderTheDoormat*