

# Know your Customer



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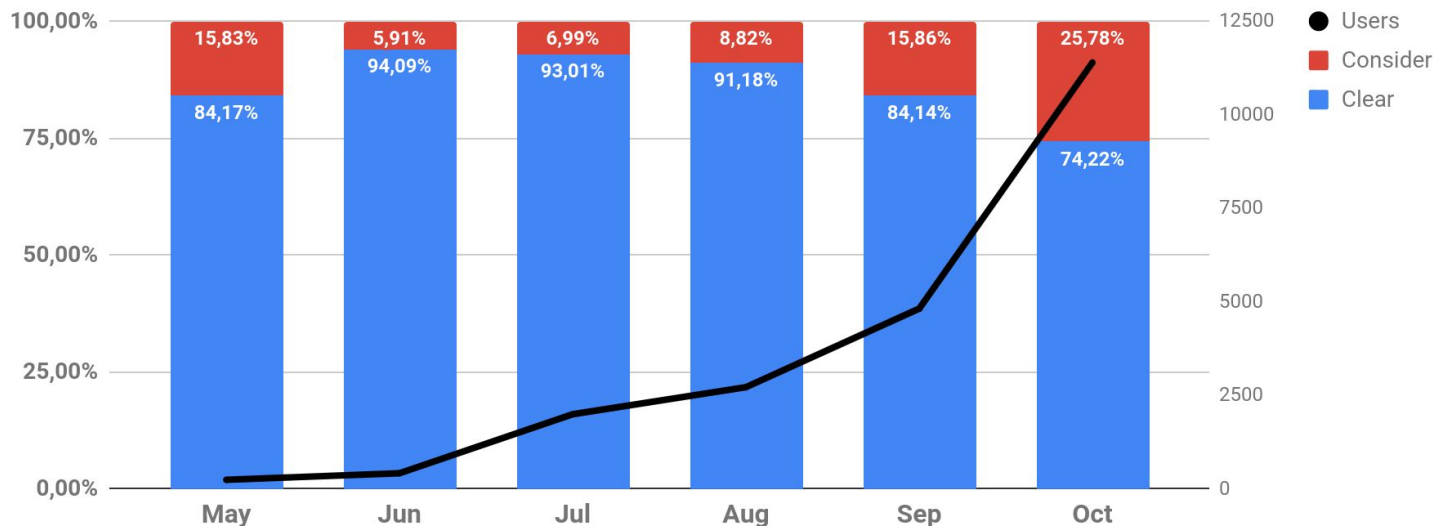


*"We empower customer with **Amazing User Experience**"*

# Problem Statement

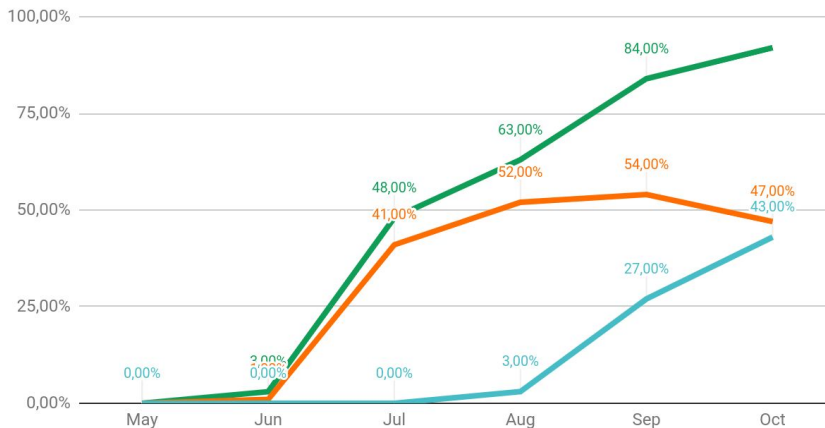
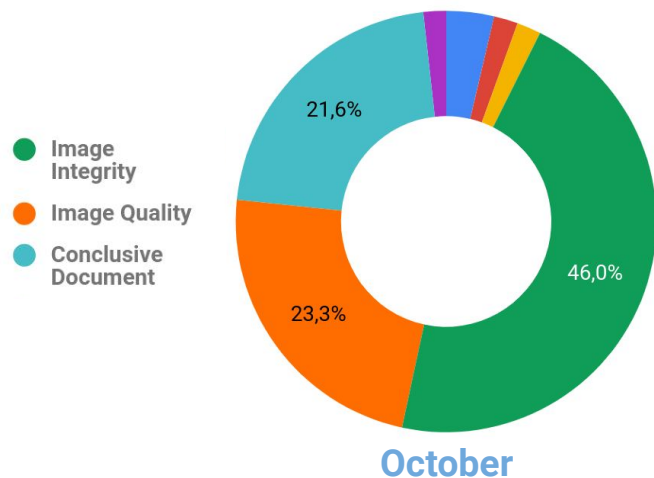
**142.723 customers** went through our KYC process between May/2017 and October/2017;

The pass rate has decreased sharply after august, reaching **74.22% in October**;



# Data Analysis - Problem Understanding

Focusing in October, we identified the 3 main causes of users not being approved in the KYC process. The behaviour of these 3 factors is directly related to pass rate decreasing.

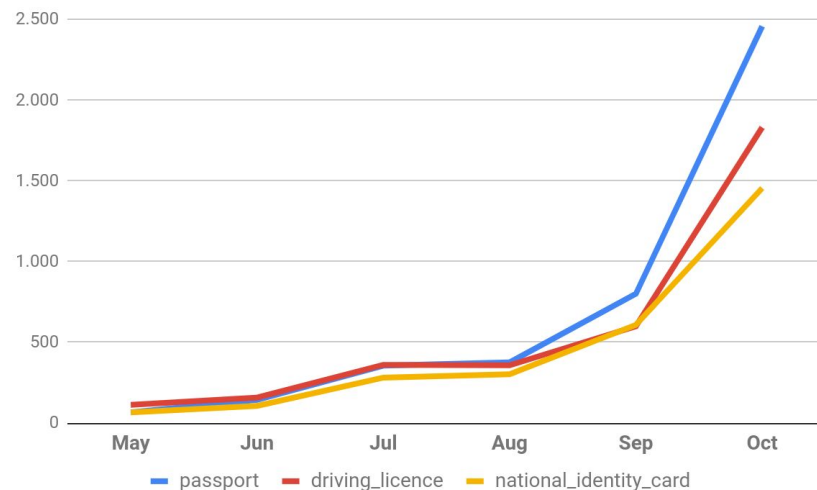


# Data Analysis - Additional Assumptions

In the last 3 months we still have 30% of customers giving up after the first attempt



The pass rate decreasing does not refer to a specific document



# Great Ideas

Implement A/B Test using video (real time scanning) for image capture and NFC for document analysis

Use remarketing and proactive notifications to improve the attempts rate

There is no one size fits all. Perform design thinking to understand the cultural differences and improve the experience by nationality.

Create onboarding steps to guide the customer in the KYC process

Analyze other partners to support the KYC process

Perform Data Wrangling in missing data

# Next steps

Discuss from Global Strategy to Technical perspectives to understand the product lifecycle and related indicators as well the shipped releases.

