

## **BUSINESS REQUIREMENTS DOCUMENT (BRD)**

### **Project: Digital Customer Onboarding System**

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#### **1. Document Control**

Item	Detail
Project Name	Digital Customer Onboarding System
Document Type	Business Requirements Document (BRD)
Version	1.0
Prepared By	Goutham (Business Analyst)
Date	26-Nov-25
Stakeholders	Customers, Operations Team, Compliance Team, Risk Team, IT Team

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#### **2. Project Overview**

Banks face high onboarding TAT (Turn-Around-Time), manual documentation, and drop-offs during account opening. The objective of this project is to digitize the onboarding journey through e-KYC, OCR-based document extraction, automated risk scoring, and straight-through processing.

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#### **3. Business Goals**

Goal	Success Measure
Reduce onboarding time	TAT reduced to < 24 hours
Minimize manual work	Manual intervention limited to high-risk cases only
Improve customer experience	Drop-off rate < 10%
Strengthen compliance	100% audit log of onboarding actions

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#### **4. In-Scope**

- Mobile & Web onboarding journey

- OCR-based document extraction
- Real-time Aadhaar/PAN verification via e-KYC
- Automated risk scoring (Low/Medium/High)
- Automatic approval for Low/Medium risk
- Manual approval workflow for High-risk
- Digital welcome kit generation
- Status tracking and notifications

### Out-of-Scope

- Branch walk-in onboarding
- Cross-selling & upselling journey
- Loan origination
- CRM system integration

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## 5. Stakeholder Roles

Stakeholder	Responsibilities
Customer	Initiates onboarding and completes KYC
Risk Engine	Calculates risk score
Operations Team	Reviews high-risk cases
Compliance Team	Regulatory oversight & audit requirements
IT Team	Platform implementation and system integrations

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## 6. High-Level Process Flow

1. Customer initiates onboarding via mobile/web
2. Personal information entered once and auto-populated
3. Aadhaar/PAN uploaded and extracted via OCR
4. e-KYC validation performed in real-time
5. Risk scoring engine evaluates profile

6. Low/Medium risk → Auto-approval
7. High risk → Manual review by operations
8. Account created automatically
9. Customer receives digital welcome kit

(Attach your **AS-IS** and **TO-BE** diagrams here as Page 2 & Page 3.)

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## 7. Business Requirements

BR ID	Requirement
BR01	The system shall allow users to register using mobile number and OTP.
BR02	The system shall auto-populate personal details across the onboarding journey.
BR03	The system shall allow Aadhaar/PAN upload for KYC.
BR04	The system shall extract text from documents using OCR.
BR05	The system shall verify Aadhaar/PAN using real-time e-KYC APIs.
BR06	The system shall assign a risk score based on customer profile.
BR07	The system shall auto-approve Low/Medium risk users.
BR08	The system shall route High-risk users to an operations queue for review.
BR09	The system shall enable onboarding status tracking.
BR10	The system shall send notifications at every milestone.
BR11	The system shall trigger automatic account creation post approval.
BR12	The system shall send digital welcome kits post activation.
BR13	The system shall store audit logs for all onboarding actions.

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## 8. Acceptance Criteria

(The full acceptance criteria list we already created can be pasted here.)

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9. Risks & Dependencies

Risk	Mitigation
e-KYC API downtime	Retry mechanism + fallback to manual review
Poor document quality	Allow document re-upload
Incorrect OCR	Manual edit option for extracted fields
Data privacy concerns	End-to-end encryption and masking of sensitive fields

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10. Assumptions

- Customer has access to a smartphone and stable network
  - Government e-KYC service availability
  - OCR accuracy depends on document clarity
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11. Success Metrics (KPIs)

KPI	Target
Onboarding Time	< 24 hours
Manual Review Share	< 15% of total applications
OCR Accuracy	>= 90%
Customer Drop-Off	< 10%

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12. Sign-Off

Stakeholder	Signature	Date
Business Owner		
Compliance Lead		
Head of Operations		
IT Delivery Lead		

