

# 15 minutes - Client on-boarding & Activation

## Challenges faced by institutions



Labor intensive process



Iterative and physical documentation



Manual QA process.



Manual & delayed IPV process

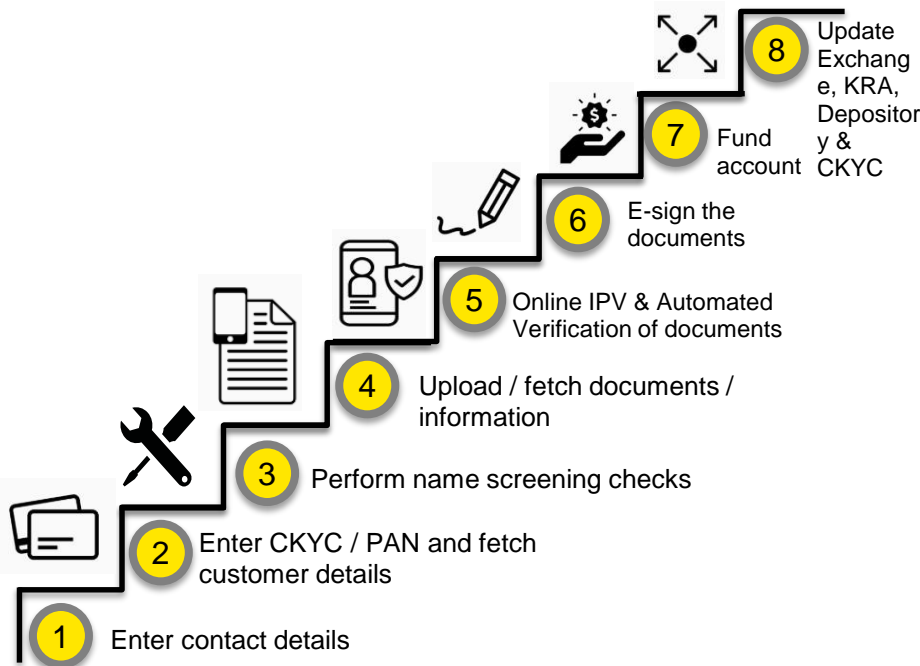


Less secure, exchange of physical documents



Manual & delayed reporting of KYC data to Partners

Automated on-boarding journey :- from collecting information from customers to final update to respective partners and KYC agencies



## End to End Digital Customer On-boarding Journey with 'zero human intervention'

|   |  |   |
|---|--|---|
| Automated information collection and validation | Online assistance to customers through out the on-boarding journey | Complete journey from information collection to account funding and account activation with partners / KYC agencies |
|---|--|---|

## Key Attributes

| Information Aggregation   | Automated verification  | Assisted onboarding  |
|---|---|--|
| <ul style="list-style-type: none"><li>• CKYC</li><li>• KRA</li><li>• NSDL</li></ul> | <ul style="list-style-type: none"><li>• NSDL</li><li>• OCR</li><li>• Facial recognition</li><li>• Speech to text conversion</li><li>• Account validation</li><li>• Bank Statement aggregation</li></ul> | <ul style="list-style-type: none"><li>• Co-browsing</li><li>• Screen sharing</li><li>• Chat bot</li><li>• Online IPV</li><li>• Biometric</li></ul> |

## Case study

**Context:** Leading securities and broking house in India intend to increase customer acquisition by 10x by enabling on-boarding through digital channels and assisted on-boarding through contact centre and financial advisors.

### Recommended configuration:

- End to end online on boarding solution automating manual QA and IPV process using combination of Open APIs, OCR and Facial recognition solution.
- Mobility solution enabled through biometric devices and open APIs to on-board customers with minimal documentation.
- Online on-boarding assisted through contact center using co-browsing and chat bot tools.
- Removed manual QA process by aggregating information from CKYC, KRA, eAadhaar, NSDL and bank statements.
- Real-time and automated IPV using facial recognition and online video calling solution.

### Client impact:

- Client activated for trading in 15 minutes from initial application to automated document verification and IPV to finally pushing the data to exchanges and depository participants for activation.
- Complete online journey initiated directly by the customer or assisted by contact center with virtual support and financial advisors through aadhar based biometric verification enabled mobility devices

## Few relevant FinTechs

