



9 Ways Digital ID Verification Beats Manual Checking for **DIGITAL BANKING**

Case Study - How greenID's digital ID verification solution helped UBank fulfil its brand promise.





As more consumers become digital-first in their banking, they expect banks and credit unions to not only protect their data and identities, but also to provide a simple, quick application experience.



Traditional and online banks are faced with a difficult predicament as they try to meet customer expectations. In the digital era, data breaches seem an almost regular occurrence and ID theft is growing exponentially. This makes reducing or preventing fraud a higher priority than ever.

At the same time, customers insist on "pain-free," seamless digital banking user experiences. Achieving this kind of experience becomes particularly difficult for banks because very often the steps needed to prevent digital fraud can detract from the user experience and lead to higher rates of abandonment.

As banks and credit unions 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 digital banking.





Accuracy

Online and mobile banking providers 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.

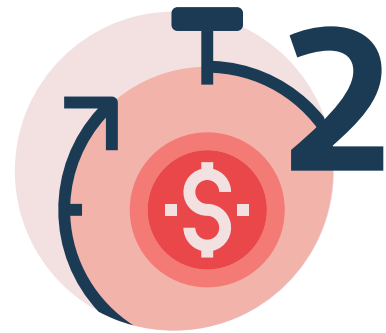
Time

The speed of verification is crucial to the frictionless onboarding experience that digital banking customers 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.

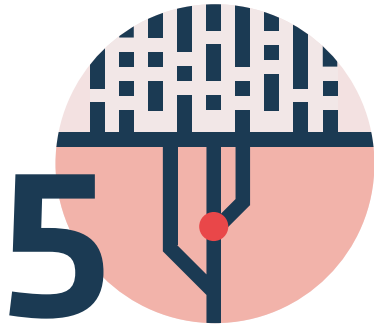
It uses mathematics and machine learning to automatically detect and localise the parts of an image that have been digitally altered in a way that human reviewers can't.

Cost

Time is Money for digital banks seeking to onboard customers 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

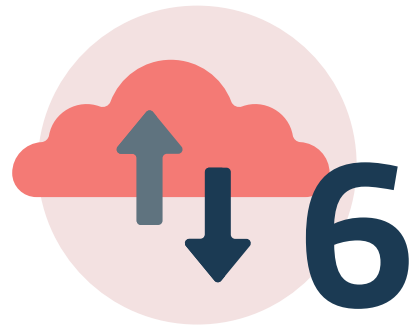
Manual identity verification is a complex task. Ramping up a compliance team requires substantial investment in staff recruitment and training. Needless to say, this takes time and makes it difficult for banks to scale on demand.

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

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

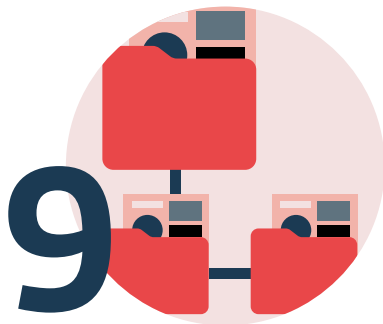
A core aspect of a world-class customer experience for digital banking is the ability to tailor customer journey according to the needs both of your organisation and your end-user. Digital Identity verification has the ability to make specific determinations in near real-time, resulting in seamless decision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

Make Digital Banking Seamless and Secure



Real Time Verification

Increase acquisition rates for bank 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.



24x7 Uptime

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



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.



Scalability

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



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).



Sanction And PEP Screening

greenID enables seamless AML/CTF compliance and business risk mitigation with Standard and extended PEP options which are configurable to your business requirements and customisable with unique hotlists.



Frictionless Onboarding

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

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

Visit: www.gbtplc.com/apac/products/greenid/

E: contact@gbtplc.com

greenID Case Study

Verification solutions to match the brand promise



Key benefits for Digital Banking



Over 300,000
Verifications



Online Registration
& Verification

About UBank

UBank is an Australian direct bank, that operates as a division of National Australia Bank (NAB). It was established in 2008, and provides savings products and home loans over the Internet and telephone. UBank operates under NAB's banking license and uses its balance sheet, risk management and technology infrastructure. UBank also participates in the Australian government's deposit guarantee scheme.

The Challenge

When UBank started, they offered an innovative 'online' philosophy to enable more competitive banking. This meant no physical branches and customers were serviced exclusively using digital channels – even using Skype to communicate with customers and provide 24x7 call centres.

Without a branch network but strong growth, UBank's back office was inundated with new account applications and copies of identity (ID) documents for checking against ID requirements.

They were in need of an online system aligned with their company strategy.

The Solution

We worked in collaboration with UBank to integrate greenID into their existing banking platform – providing a seamless, simple to use, online ID verification registration system that enabled new customers to complete the enrolment and ID process within two minutes of registering.

Since implementation, over 300,000 Australians have successfully verified and opened accounts online with UBank, and we've also developed greenID solutions into savings accounts, term deposits, self-managed super funds and home loans.

Most importantly, the solution stayed true to the brand promise, helping deliver a truly online banking experience.

“The greenID™ online verification solution has become an integral part of our application process. The enhanced efficiencies have greatly improved staff productivity and customer satisfaction.”

Tim Sinclair, Online Operations Manager, UBank

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.

