



BEST CUSTOMER FACING EXPERIENCE

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“The winner really captured
“What makes my life
easier as a customer?”

Many payment companies are struggling to scale traditional manual AML and KYC processes or trying to implement complex and costly digital transformation programmes. The ever-increasing burden of regulatory compliance, coupled with the shift towards digitization of the customer onboarding experience makes it critical that businesses have access to a solution that blends industry-leading technology and robust compliance with a seamless user experience.

ID-Pal provides an award-winning end-to-end solution that allows businesses to verify the identity and address of a customer in real-time, across all channels and jurisdictions. The digital KYC solution delivers digital transformation and compliance best practice, out-of-the-box. ID-Pal can be fully branded and customised to the unique requirements of every business in seconds and implemented same day.

“The award for Best Customer Facing Experience is critical to the industry because everything we do should be about putting our customers first and making their lives better every day. FIS



This means faster onboarding of a customer with a solution that is compliant by design. For users, the process to verify their identity and address is simple, secure and convenient.

Simplifying due diligence

The Client Due Diligence requirement of verifying an individual's identity and address prior to engaging in commercial activities has long been a key point of friction for the account opening process, resulting in customer abandonment rates of up to 80% across Financial Services.

Finding a way to comply with new regulatory obligations, balanced with a seamless, simple experience to onboard customers remotely during the pandemic lockdowns became the 'new business as usual' for Payments companies. This new business context

has forced payment firms to accelerate their digital transformation programmes to ensure a friction-free digital-first experience across all channels.

The ID-Pal platform is simple, easy-to-integrate and instantly customisable to the specific needs of any business, eliminating the complexity, cost, timelines and risk associated with regulatory compliance and digital transformation. Unique to the market, ID-Pal's offering can be fully integrated within a day and branded and configured within minutes, enabling businesses to verify a customer's identity and address in seconds.

Innovative clients

Dublin-based ID-Pal's online customer acquisition platform is already being used by businesses in almost 50 countries across the EU, USA, Middle East and Asia. Current clients of ID-Pal include AIB Merchant Services, Elavon, Fexco, HID Global, KYC Global, Mercer, One4all and Sherpa Technologies, among others across the SME and corporate sectors. They also have active partnerships with Temenos and Salesforce. ID-Pal distributes its offering to banks and financial institutions around the world via its channel partners and has been selected as a key partner by several companies working at the forefront of FinTech innovation.

Looking beyond 2021

The ID-Pal platform is still evolving, with new functionality being added that delivers on the promise of offering seamless, secure identity verification across channels and jurisdictions. This year has seen

the platform update with an even easier-to-use user interface, a simplified secure data capture process and improved levels of customisation. The company has also achieved ISO-27001 accreditation, the global standard in information security.

ID-Pal has also completed the Salesforce Accelerate program, a four-month virtual program designed to provide the insights and support that companies need to strategically align with Salesforce and accelerate their time-to-market with AppExchange. On track to go live in 2022, it will empower a business of any size to integrate ID-Pal seamlessly into their Salesforce workflows to gain a 360-degree view of their customer journey, allowing for quicker reactions and faster decision-making.

The company has exciting plans underway, having already doubled their team in size over the past year and entered new markets. New developments on their core platform are still under wraps, but they will always be centred around ID-Pal's core values of compliance, efficiency and a seamless customer experience.

More about the company:

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Congratulations to the other finalists