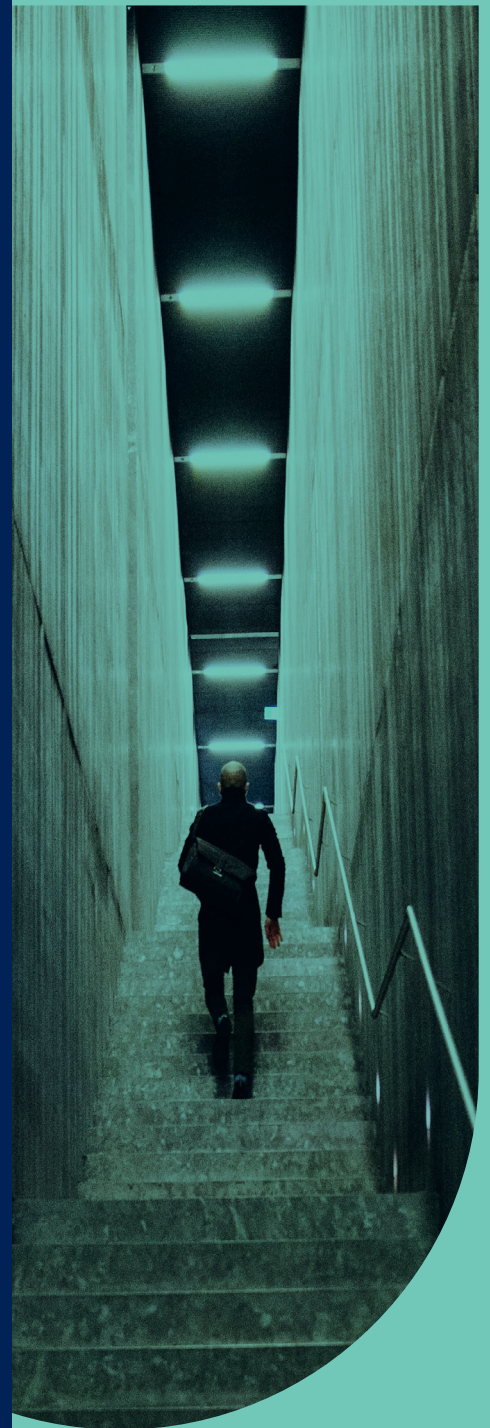


A practical guide to client onboarding digitisation

How to build a business case
and plan for success when
starting your digital KYC
implementation



Introduction

End-to-end digitisation is a **priority** financial institutions can't afford to postpone any longer.

The world has embraced the **new contactless paradigm**.

Customers expect seamless digital interactions with their providers, irrespective of the challenges that this poses to vendors' internal operational structures.

This specifically applies to the area of **KYC compliance** and **client onboarding**.

Not having a fully digitised and remote front- and back-end process in place hinders FIs' ability to acquire new clients or provide new financial services to existing ones.

However, the digitisation of client onboarding presents a number of risks related to **inaccurate initial scoping, unrealistic implementation timelines** or ill-fitting **third-party solutions**.

At Know Your Customer, we have worked with financial institutions across **11 sectors** and **18 jurisdictions** on a variety of digital onboarding implementations.

Based on this wide-ranging experience, we have developed a **practical guide** to support teams in the initial – and crucial – phase of their digital transformation project and RegTech implementation.

Preliminary analysis

As clients get ready to kickstart their digital onboarding project, we recommend the following preliminary evaluations:

- Measure how long a **standard onboarding journey** currently takes
- Map **regulatory requirements** and **back-end touchpoints** across markets the business operates in
Compliance team-led
- Map the **ideal customer journey** for different customer segments
UX team-led
- Map the **required integrations** with legacy systems
IT team-led
- Conduct a **cost and timeline analysis** of building in-house vs outsourcing to a vendor

When building a business case, project leads should consider the cost as well as time savings implications of outsourcing the project to a vendor rather than trying to build the system in-house.

Planning

Based on the insights acquired during the preliminary analysis, the next phase aims to **set specific and realistic timelines** to fit the customer's unique needs.

During this stage, we recommend the following steps:

- Gather **relevant expertise** internally and seek specialist insights to set accurate timelines
- For each client type, break down the onboarding journey in its **4 key components** and set digitisation objectives for each:
 1. Document collection
 2. Data extraction & assessment
 3. On-going monitoring
 4. Reporting & analysis
- Identify the **access and authorisation hierarchy** required for all members of the team involved in the project (IT, UX, compliance)
- Design **specific workflows** based on clients' financial products, channels, jurisdictions

Planning

- Plan the tone and delivery of all **customer communications** throughout the onboarding process, in line with existing brand guidelines and cybersecurity implications
- Review the current **refresh KYC/remediation strategy** and incorporate it into the new system to exponentially improve savings and efficiency over time (email vs mobile app vs web upload portal vs integration with existing online banking platform)
- Analyse the requirements and available options to safely **import legacy customer data** into the new platform in compliance with GDPR and other local data privacy regulations

Partnering with Know Your Customer

No two companies are totally alike, but a meaningful partnership provides financial institutions with access to years of learnings and experience, helping them avoid potential issues or predictable roadblocks.

When implementing Know Your Customer's digital onboarding solutions, clients can rely on our team's specialised experience in the area of digital customer onboarding.

Contact us today to learn how your business can benefit from Know Your Customer's award-winning RegTech solutions, world class support and global regulatory expertise.

