Keesing's customer onboarding solution receives high marks for accuracy, usability

AMSTERDAM, October 24, 2019 – Keesing Technologies, global leader in identity verification, is proud to announce that its new ID verification solution for remote customer onboarding is about to hit the market. The positive reviews of the testing group confirm the high degree of accuracy and reliability that the new solution stands for.

Keesing's new solution, that comes as a web API and is part of the leading-edge AuthentiScan product suite, has been well received by its testers. According to their feedback, the AuthentiScan web API enables a hassle-free onboarding experience; it speeds up the enrolment process, and is user-friendly and easy to implement. But it is the accuracy of the ID document capturing process that makes Keesing's new solution stand out in the market.

Accuracy is important for both financial institutions (FIs) and their onboarding customers. This is further underlined by the results from the Ernst & Young's *(EY) 2018 Global Banking Outlook* report, stating that FIs still deal with dropout rates of up to 80% when onboarding customers. Daniel Suess, Commercial Director of Keesing Technologies, explains: "As a prospective customer fails to capture the images of his ID document correctly, the entire identification process stagnates or sometimes even fails. This leaves them with a frustrated customer unable to onboard himself. Result: another customer dropping out. As user experience is paramount in digital onboarding, accuracy is key. Offering the most accurate customer identification solution was one of our objectives when developing the AuthentiScan web API. An accurate image capturing process is essential in guiding customers in their onboarding journey".

Keesing is finishing up the testing process. Since August, customers and other interested parties have been participating in the company's project for testing the beta version of Keesing's biometric solution. The majority of Keesing's testing group consisted of FIs. Worldwide, FIs consider the implementation of a digital transformation programme a business priority. Many of them are being forced to rethink their security procedures and are dealing with increasing consumer demand for a mobile and friction-free onboarding experience. Facing this challenge, the prevailing question becomes how to ensure the customer onboarding process is as smooth and seamless as possible. "It therefore did not come as a surprise that organisations from the financial services sector showed interest in our beta solution and populated the testing group", Suess comments,"However, it has been an enormous privilige to work with them, helping us to better understand the market needs and improve our solution".

Keesing's new flagship solution is considered extremely reliable. The company has invested much time and effort in creating a solution that can be trusted. "One of our top priorities is taking the time to ensure that our solutions are reliable. Consequently, we may not always be the first company to launch new technologies, but our solutions are accurate, reliable and stand the test of time. For almost a century, Keesing has been the trusted provider of ID verification solutions. We are proud that with our new solution we are once again able to offer companies a reliable, user-friendly solution. I can't wait for the AuthentiScan web API to go live and be made available to our customers," says Keesing's Commercial Director.

The company expects that in November, after the test period and the latest bug fixes, testers can switch to the AuthentiScan Web API in the live environment. Keesing's web API will then also be available to the general public.

# # #

About Keesing Technologies

Keesing Technologies was founded in 1923 and leads the way in digital ID document verification and identity proofing solutions. The objective of Keesing is to help organisations prevent counterfeiting and combat fraud by providing the world's best verification solutions. The technology used, is powered by nearly 100 years of experience and accumulated knowledge.

Keesing's customer onboarding technology provides an easy-to-use identity proofing process incorporating biometric facial recognition and extensive ID document verification. The technology was especially designed for customer onboarding processes and can be seamlessly integrated via a web API into any existing platform, providing a secure and efficient onboarding process for both the business and its customer. The company works with various organisations around the world to streamline and secure their customer onboarding processes. Keesing's solutions are known for their security, accuracy and usability.

Keesing serves more than 6,000 organisations worldwide, including banks and other financial institutions. Keesing has offices in The Netherlands, France, and the USA, and collaborates with distributors, strategic partners and agents all over the world.

For more information about Keesing Technologies please visit www.keesingtechnologies.com.

Press Contact:

Jacqueline van den Top
Manager Corporate Communications & Public Relations
pr@keesingtechnologies.com, telephone: +31 20 7157 800