

Top 10  
global KYC  
best practices



# Table of Contents

01



Introduction to KYC

02



KYC innovations: Transforming the verification process

03



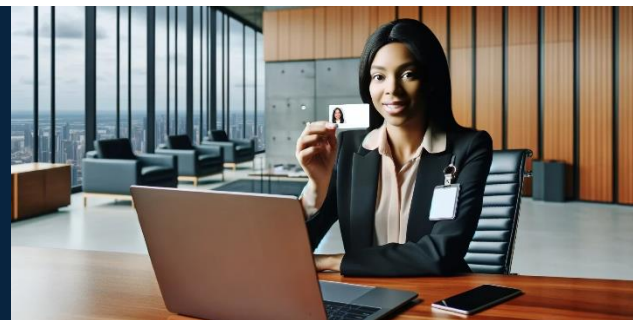
Why CX for KYC is a concern?

04



State of KYC in 2024

05



Top 10 global KYC best practices

06



Analyst recommendations to improve KYC process

01

## Introduction to KYC



# Unlocking trust: Understanding KYC

KYC, short for Know Your Customer, is a mandatory process of identifying individuals, an entity, and its activity during onboarding for various banking services such as opening an account, applying for a credit card, opening a fixed deposit, and more.

Bank's primary goal of KYC process is to prevent money laundering and counterfeit financing. The process verifies customers' identity and tracks any potential risks by verifying customers' national identity through biometrics (fingerprint, facial recognition), signatures, and national documents.



02

KYC innovations:  
Transforming the  
verification process



# Innovations to improve KYC process

01



## Introduction of biometric

- Uses facial recognition and fingerprint scanning to identify customers along with liveness detection.
- Verifies a person's identity in real-time during the KYC process, preventing fraud with static images or videos while Video KYC process.

03



## Intuitive KYC process

- Uses simple language and visuals to explain to customers which documents are needed for KYC verification and document submission.
- Makes the process easier to understand, reducing confusion for a more user-friendly KYC experience.

02



## Integration of digital government database

- Allows customers to digitally verifying their identities by fetching details from government-issued electronic IDs.
- Eliminates the need for physical branch visit and improves security and operational efficiency during online KYC process.

04



## Introduction of AI and ML

- Compare personal information to know money laundering patterns and analyze past data to detect suspicious activities in online KYC.
- Tackle and identity theft and false activity by analyzing patterns, historical data, and real-time monitoring for anomalies.

03

Why CX for KYC  
is a concern?



# Effective KYC drives positive CX

Customer Experience (CX) is a critical consideration in KYC processes due to several key reasons. Firstly, the KYC process often serves as the initial point of contact between a customer and a bank, making it a pivotal moment for forming impressions.

An inefficient onboarding experience can not only deter potential customers but also pose a risk to revenue generation. The KYC onboarding process should be quick and digitally enabled, enhancing the overall customer experience. Failure to meet these expectations can lead to dissatisfaction and potential customer loss.





## 7 Key customer challenges in digital KYC process

1. Digital KYC process poses difficulties for customers **without digital documents**, requiring customer for **in-person branch visits for completion**.
2. **Complex or confusing user interface** during online KYC makes it difficult for customers to navigate the KYC process efficiently. This leads to **errors in KYC verification**, document submission or entering personal information.
3. Customers often experience **frustration due to long waiting times** when trying to connect with a KYC agent for assistance during video KYC process which results in an overall **negative customer experience**.
4. Customers who are **not fluent in the language** used by bank agents **during online/offline KYC process** cause challenges in understanding the KYC requirements and instructions properly.
5. **Technical glitches or errors** in the online KYC process force customers to visit a branch in person, causing inconvenience and wasting time. **Long processing time** can result in delay in completing KYC process.
6. Customers frequently **encounter the need for multiple calls or attempts** to finalize the KYC process, resulting in **frustration and time wastage**.
7. **Lack of push notifications or reminders** leads to **delays and missed deadlines** and incomplete KYC.



04

State of KYC in 2024



# State of KYC in 2024

<p>A video call for identity verification cost estimates can be as low as between <b>USD \$0.18 - \$0.36</b> per KYC check</p>	<p>In 2023, the cost of a single KYC check for an individual can vary from <b>USD \$13 - \$130</b> depending on the country, regulatory requirements, compliance costs, etc</p>	<p>In the fiscal year 2023, more than <b>62.68 Bn</b> cumulative e-KYC authentication transactions took place in the world</p>	<p>During 2023-24, the % fall in cost for customer acquisition through digital KYC is approximately <b>99.4%</b></p>
<p>Banks with seamless KYC practices experienced a <b>20%-30%</b> reduction in overall onboarding compliance costs in 2023</p>	<p>In 2023-24, globally, on average a video KYC process takes approximately <b>10 minutes</b> to complete</p>	<p>Success rate for video KYC processes varies between <b>80%-90%</b> for most banks</p>	<p>In 2023, on average an electronic KYC process, other than video KYC takes approximately <b>3 to 5 minutes</b> to complete</p>












05

Top 10 global KYC  
best practices



# Top 10 Global KYC best practices

S.No	Bank name	Regulatory regime	Best practice
01	 बैंक ऑफ़ बड़ौदा Bank of Baroda	India	Video KYC
02	Revolut	United Kingdom	Two-step KYC documentation
03	 HDFC BANK	India	Digital document verification
04	 Jago	Indonesia	Interactive interface
05	 AXIS BANK	India	Add-on tools & features
06	 mox	Hong Kong	Selfie-KYC
07	 nab	Australia	Pre-KYC communication
08	 बैंक ऑफ़ बड़ौदा Bank of Baroda	India	Establishing secure KYC
09	 SBI	India	KYC scheduling process
10	 TMRW <small>by UOB</small>	Thailand	KYC at kiosks



Video-KYC



बैंक ऑफ़ बड़ौदा  
*Bank of Baroda*

India



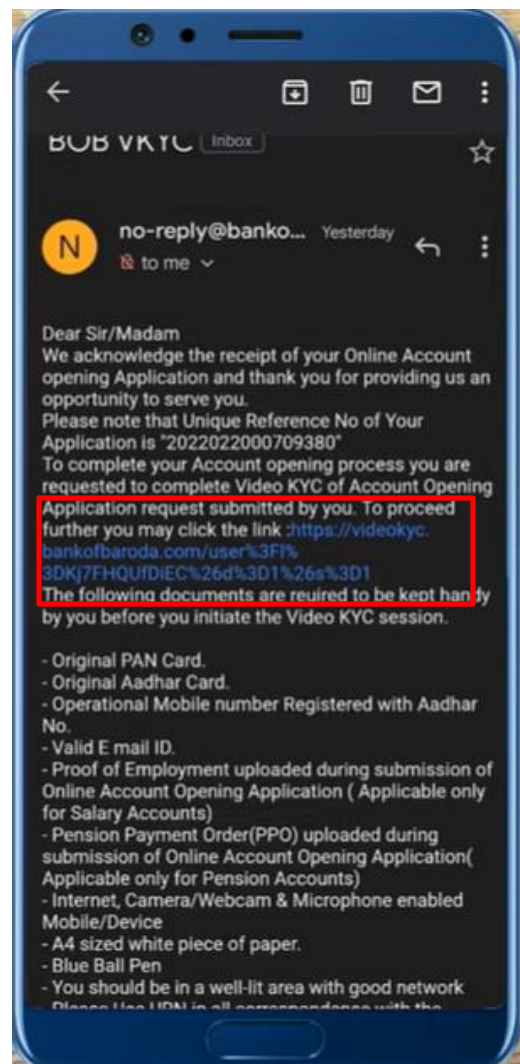
# 1. Video-KYC

Top pick

Bank of Baroda

- ✓ Starts KYC with a link sent via email or mobile number for Video KYC process
- ✓ Requires customers to verify OTP on mobile to begin the video KYC process
- ✓ Initiates or schedule KYC easily from the mobile /laptop/tab screen during the Video KYC process
- ✓ Ensures minimal wait times of less than 30 seconds to connect with agents for the video KYC process
- ✓ Provides customers with the ability to track their progress and completion of the video KYC process
- ✓ Customers are prompted with questions during the video call for verification, where they can type their answers in the provided boxes on the screen
- ✓ Provides a camera rotate icon for convenience during the video KYC process
- ✓ Allows customers to take selfies with an oval screen for better guidance
- ✓ Provides an option to chat with an agent during the video call for assistance
- ✓ Ensures customers can complete the video KYC process in under 5 minutes
- ✓ Provides options for language preferences and easy navigation

# Bank of Baroda video KYC process (1/3)

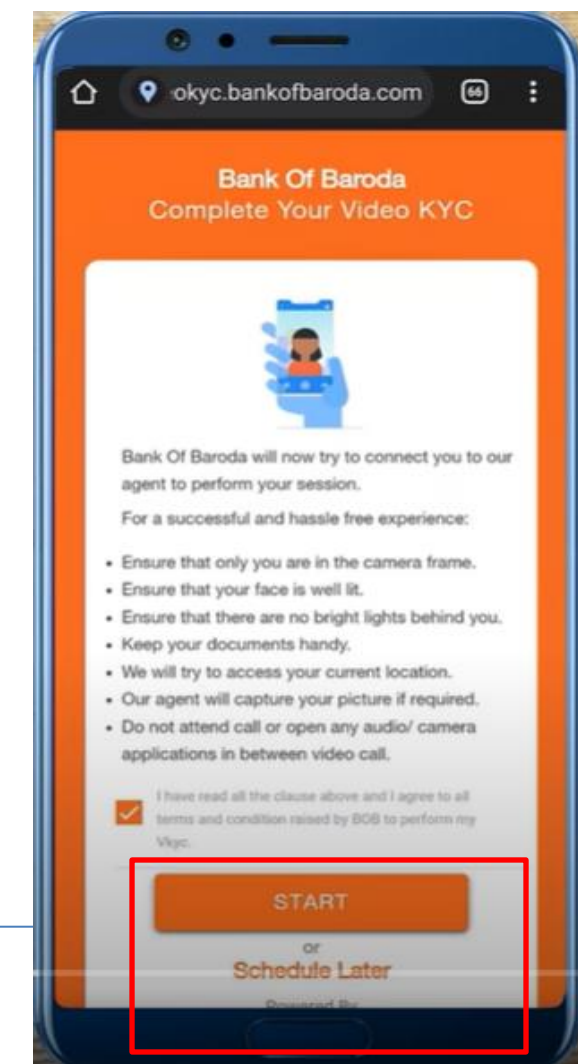


Link to start  
KYC process



Enter OTP

Proper  
Labeling to  
schedule  
KYC



## Step1.

Customer receives a V-KYC link on message or email

## Step2.

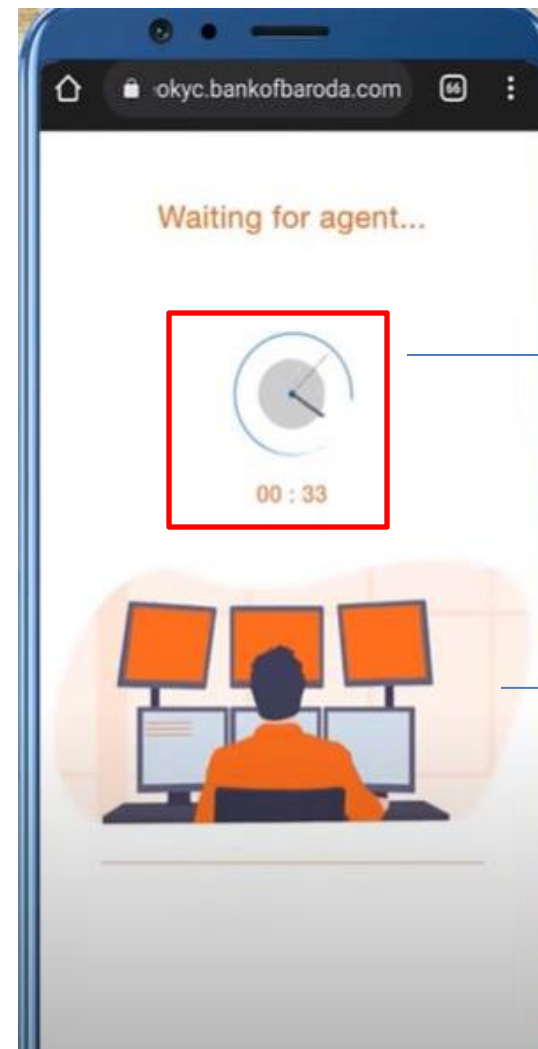
Customer authenticates himself by using the OTP verification sent to their registered mobile number

## Step3.

After that, initiate the KYC process with proper instructions or schedule the KYC for a later time



# Bank of Baroda video KYC process (2/3)



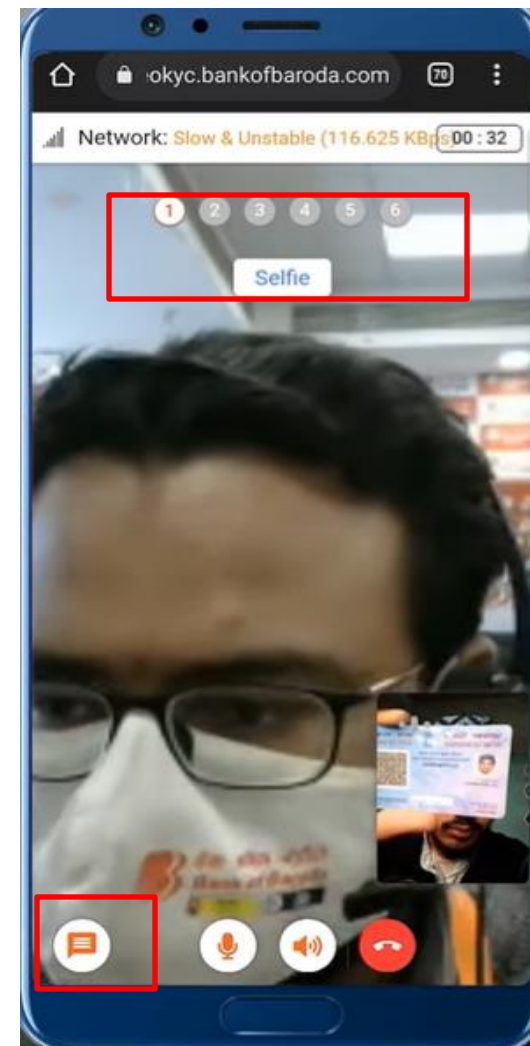
Waiting period indicator

Incorporate appealing icons and graphics

Option to chat during the call

## Step4.

Next, customer experiences minimal or no waiting time to connect with a bank agent



Successful process indicators

## Step5.

Verify documents with the agent during the video call



Questions appearing on screen

## Step6.

Answer prompted questions on the screen for clarity during the video call

# Bank of Baroda Video KYC process (3/3)

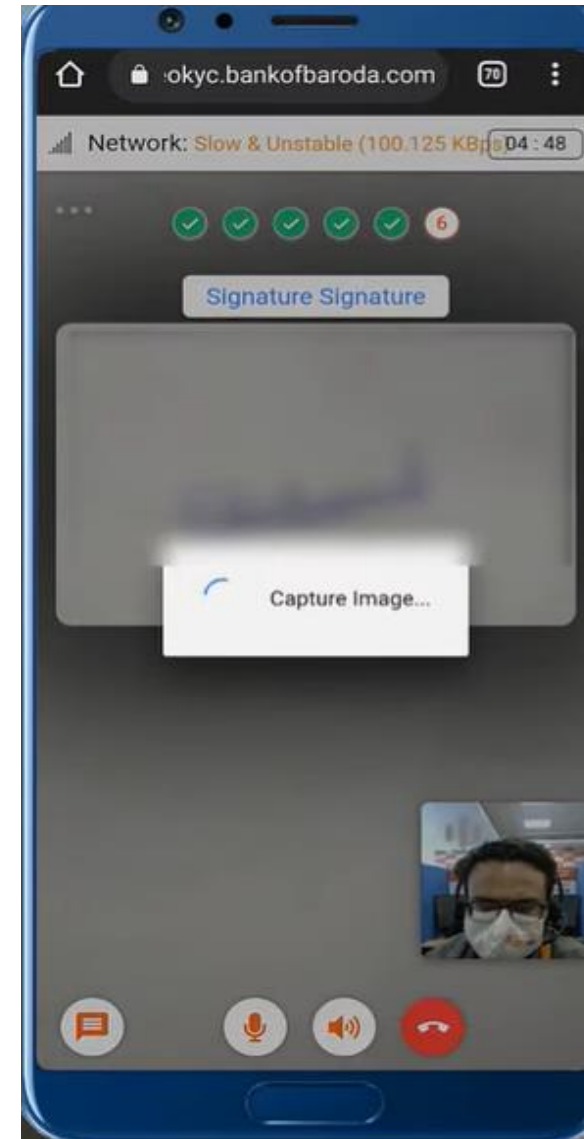


oval screen  
for selfies

Icon to  
rotate the  
camera

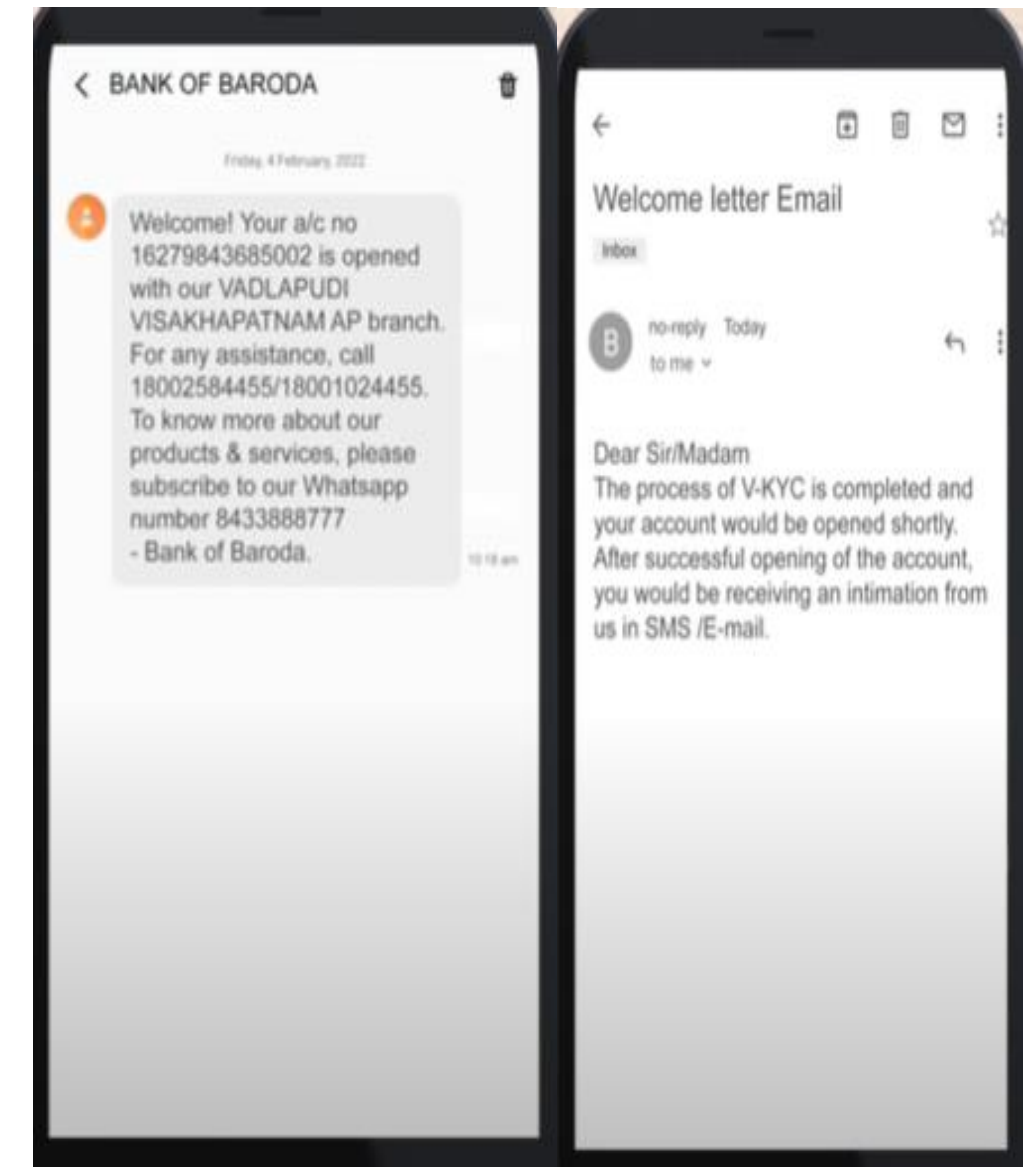
## Step7.

Agent capture customer's selfie during the video call



## Step8.

Provide a live signature as requested by the agent to complete the KYC process



## Step9.

Receive a confirmation message on mobile number and email confirming successful KYC completion





**Two-step KYC  
documentation**

**Revolut**

**United  
Kingdom**

## 2. Two-step KYC documentation

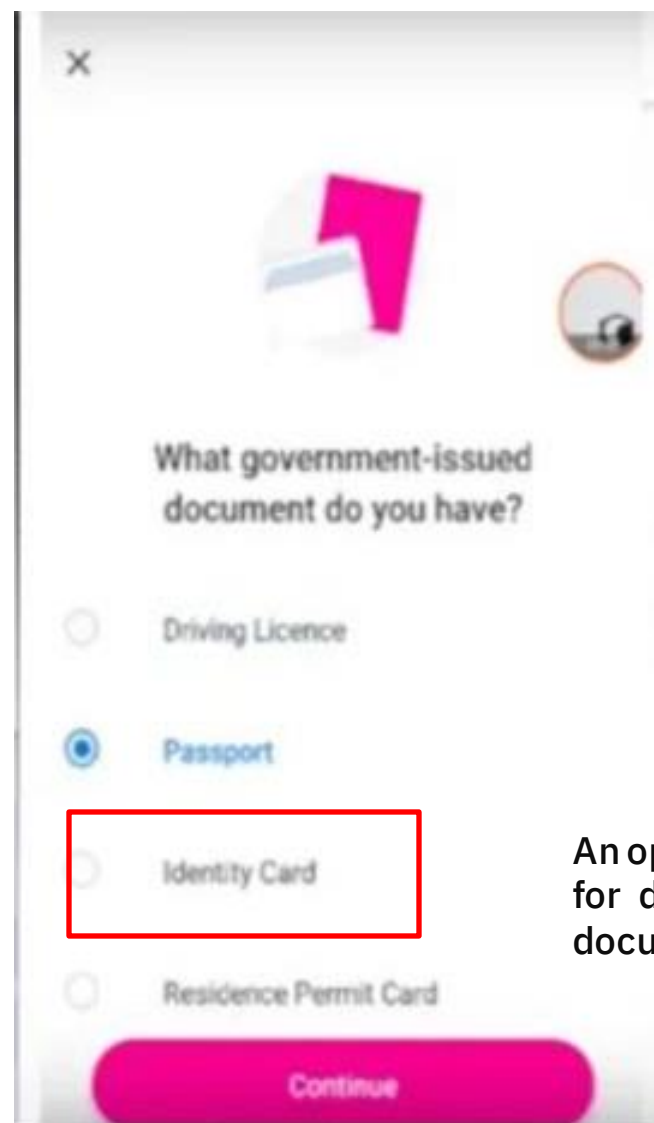
Top pick

Revolut

- ✓ Requires only one document verification step, completed through the mobile app
- ✓ Users need to upload the front and back sides of any of the documents (e.g., passport, driver's license, or ID card) and take a selfie for completing the KYC verification, all done through the mobile camera.
- ✓ Process includes an oval-shaped screen for enhanced customer guidance during selfie capture process.
- ✓ KYC process can be completed in just 2 minutes, making it one of the fastest in the industry
- ✓ Less than 4 steps required for the KYC process to complete, ensuring a straightforward and easy experience for users



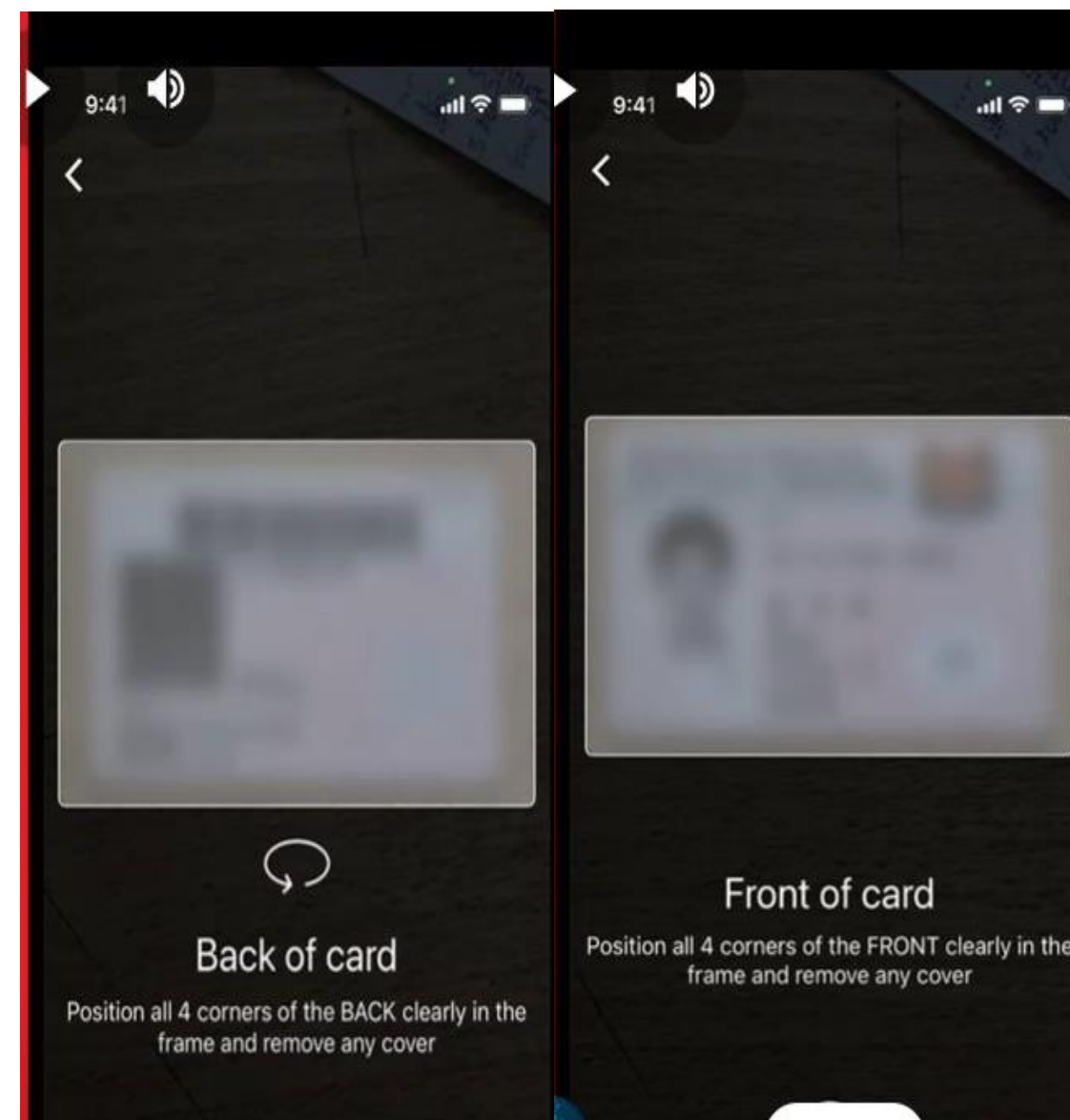
# Revolut two-step KYC documentation process



An option for different documents

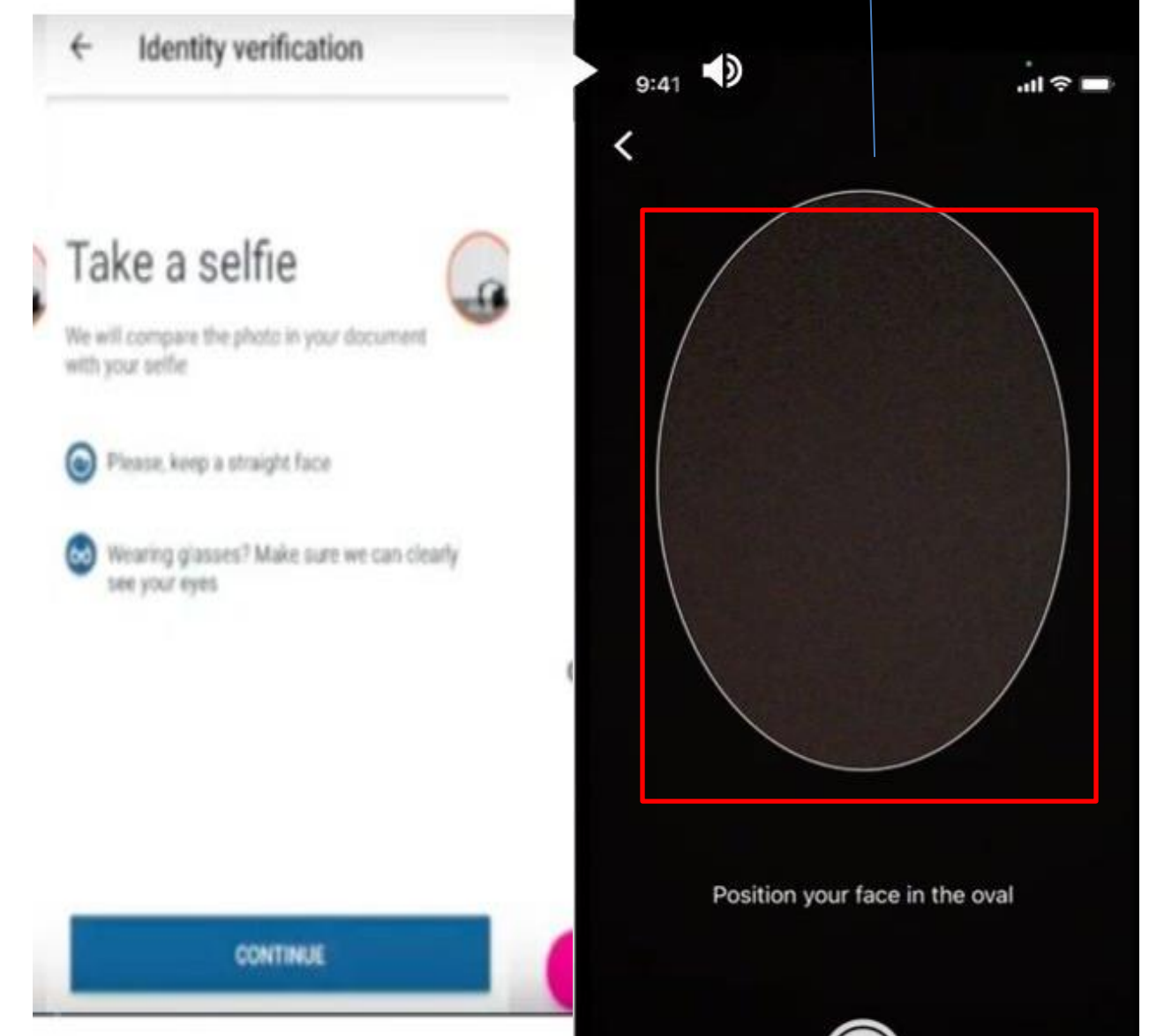
## Step 1.

Select the document type (e.g., BRP) required for KYC and for auto fetching personal data



## Step 2.

Upload the front and back of the document card



Oval shape screen for selfie

## Step3.

Uploading the selfie is the last and final step to complete the verification



Digital document  
verification



India



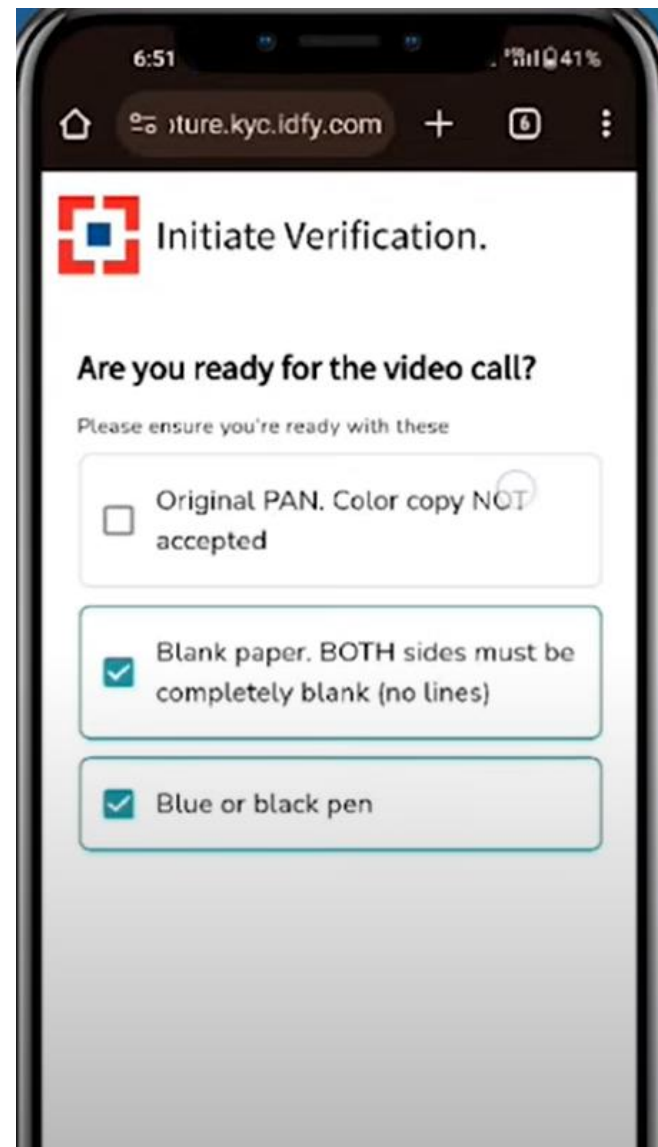
### 3. Digital document verification

Top pick

HDFC Bank

- ✓ Document verification (e.g., national id card, income proof) of Video KYC is completed through the mobile app, providing convenience for customers
- ✓ Information about required documents is displayed on the screen, ensuring customers have the necessary information at their fingertips
- ✓ Live video face-to-face identity verification conducted by the agent
- ✓ Screenshots of documents taken by the agent during the video call
- ✓ Customer is asked to read the token number displayed on the screen to authenticate that it is not a recorded video
- ✓ Live signature requested from the customer on the video call to compare with the uploaded one, ensuring document authenticity
- ✓ Customer selfie is taken by the agent on the video call to complete the KYC, verifying the customer's identity
- ✓ No need to visit bank branch physically for KYC process, offering a convenient and contactless KYC process

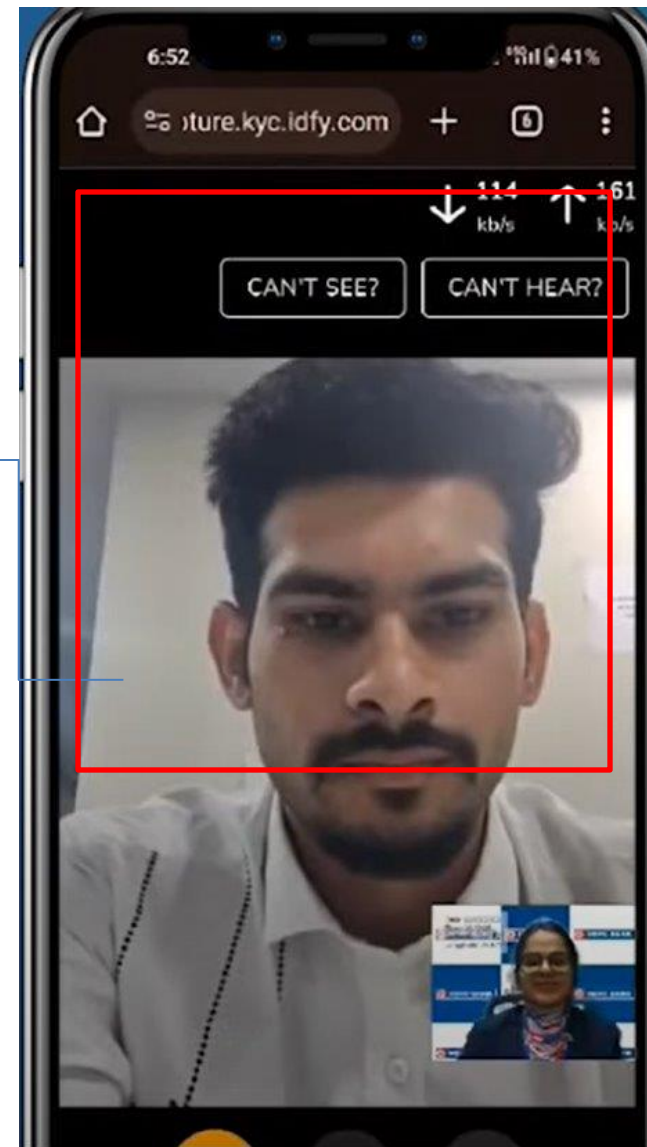
# HDFC Bank digital document verification process (1/2)



## Step 1.

Documentation required for verification of identity, address, and income proof display on the screen

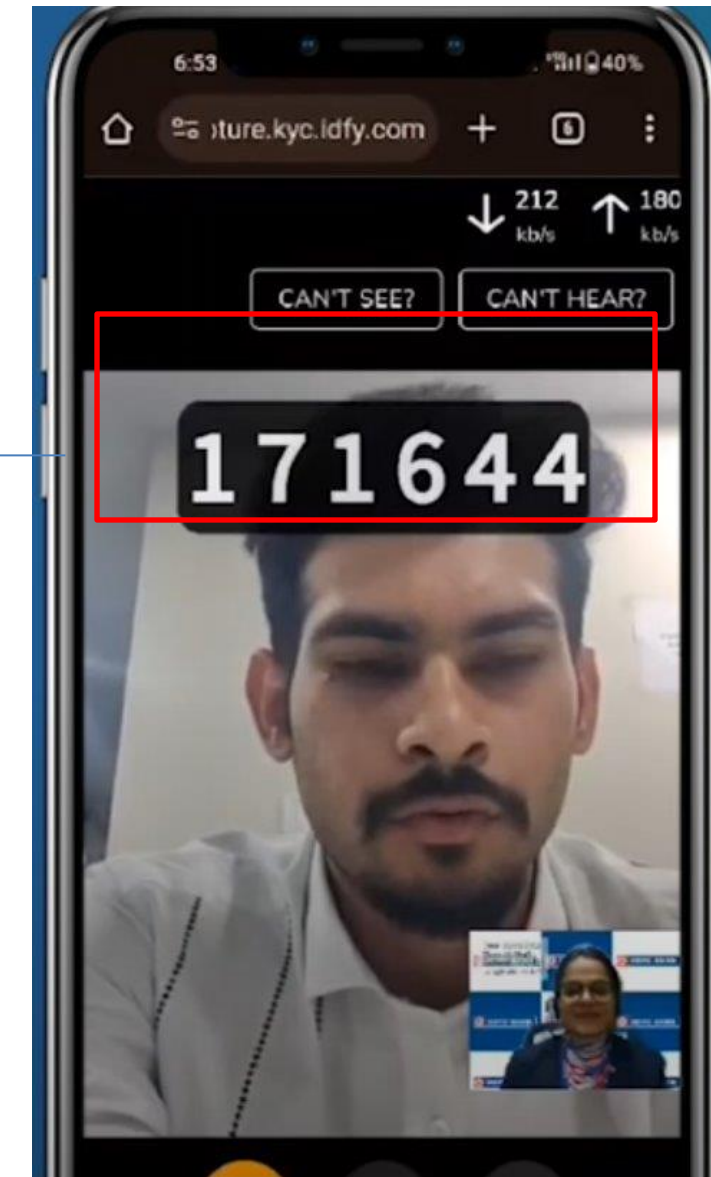
Biometric facial  
recognition



## Step 2.

Complete live video face-to-face identity verification with the agent

Verification  
Code

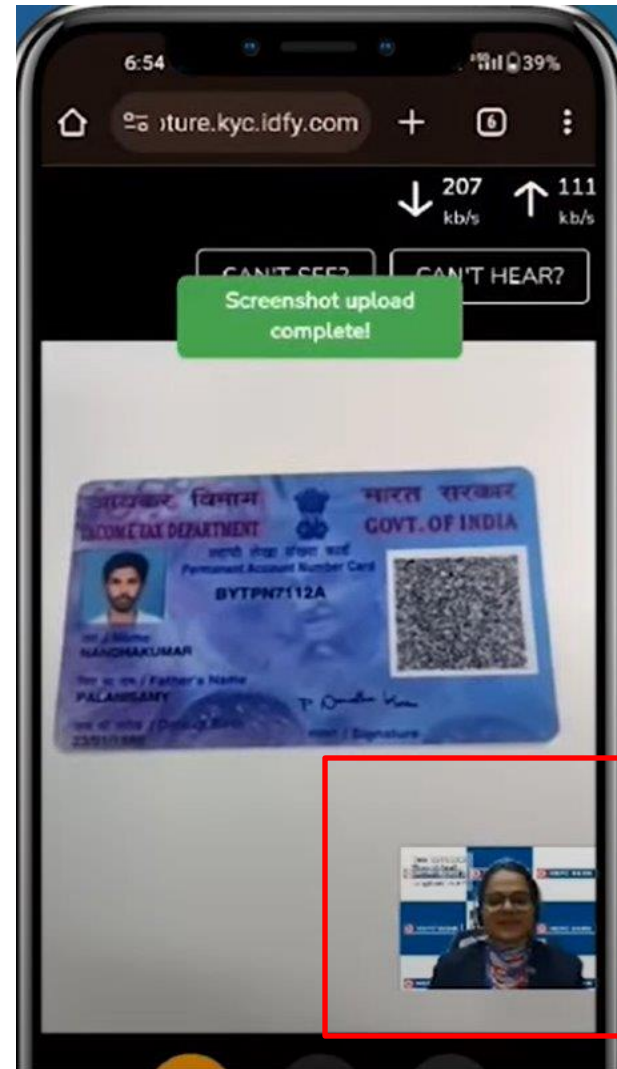


## Step 3.

Read the verification code on the screen to ensure the video is not pre-recorded



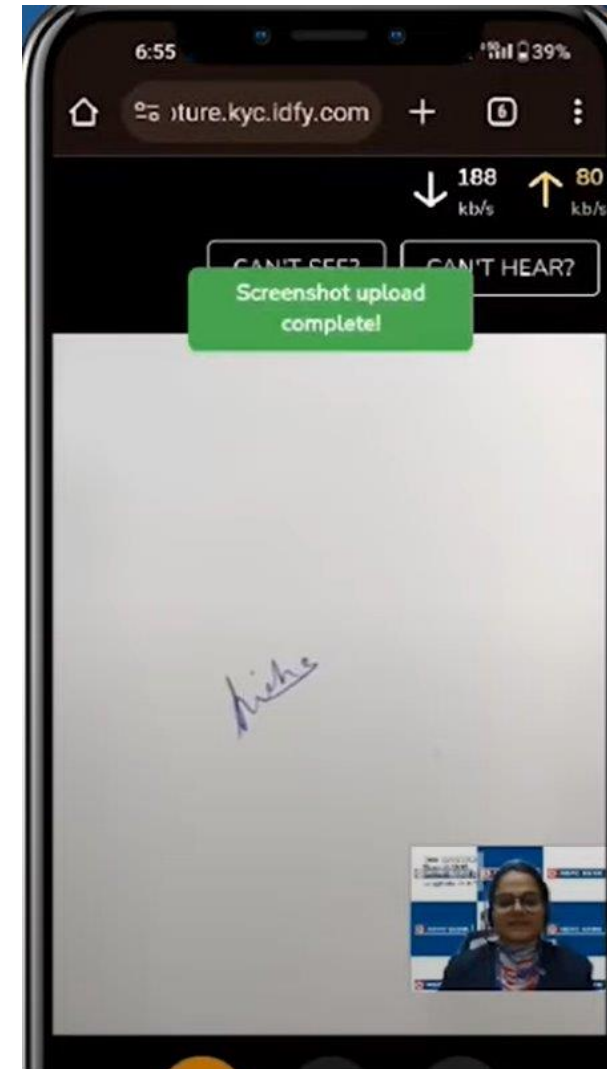
# HDFC Bank digital document verification process (2/2)



Agent checking  
documentation  
live themselves

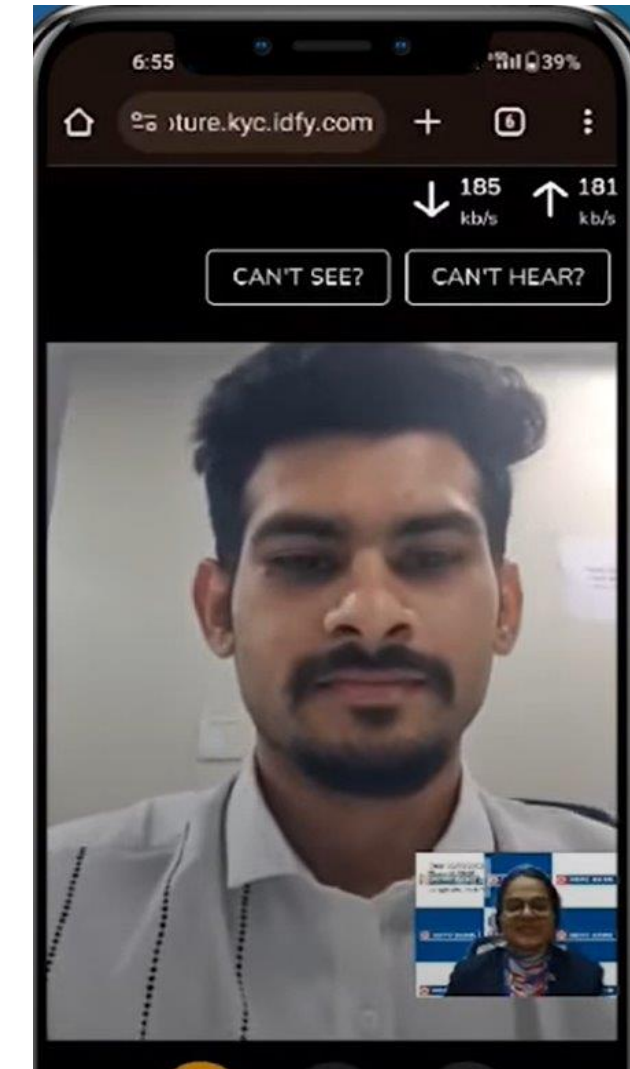
## Step 4.

Live documents are scanned and uploaded for authentication



## Step 5.

Agent ask for live signature to be submitted during the video call



## Step 6.

Last step is for the agent to take a picture of the customer to complete the verification process



Interactive  
interface



Indonesia



## 4. Interactive interface

Top pick

Bank Jago

- ✓ Provides a user-friendly and engaging interface for KYC verification
- ✓ Offers clear instructions on how to upload documents and take a selfie for verification purposes
- ✓ Uses different themes and colors for a visually appealing interface
- ✓ Enhances the KYC process on its application by using images of the required documents, making the process interactive and user-friendly.
- ✓ Supports multiple file formats to upload documents for customer convenience
- ✓ Auto-refill of data retrieved from ID card for faster form completion
- ✓ Uses appropriate icons, such as a camera for document upload or a checkmark for completion, for easy navigation and process understanding

# Bank Jago interactive interface KYC process (1/2)

Animation is used in mobile applications to enhance its visual appeal



Bank used a different color theme to enhance the customer experience

Image of e-KTP for reference

Bank employs AI for streamlined document verification and utilizes engaging graphics for an interactive KYC experience



Data from the ID card (e-KTP) automatically recorded

Bank uses a proper ID card image for a better understanding of the customer

# Bank Jago interactive interface KYC process (2/2)



Bank utilizes appropriate icons to assist customers



An oval or circle is used to instruct the customer where to position their face for a selfie



Various figures and animations are used to enhance customer satisfaction and engagement with the process





Add-on tools &  
features



AXIS BANK

India

## 5. Add-on tools & features

Top pick

Axis Bank

- ✓ Provides a centralized dashboard for easy access to KYC tools
- ✓ Integrates with third-party services for additional verification checks, such as biometric verification
- ✓ Provides the option to initiate an immediate call or schedule a call for KYC verification purposes
- ✓ Allows customers to connect with a preferred agent by entering the agent ID
- ✓ Displays agent information, such as name, on the screen in advance for customer convenience
- ✓ Offers the option to chat during the video KYC call for quick communication
- ✓ Allows customers to easily navigate between the video call, chat, and document verification screens
- ✓ Option to mute the microphone during the video call for privacy or comfort
- ✓ Utilizes appropriate icons to end the video call on the screen if the customer is uncomfortable

# Axis Bank add-on tools & features (1/2)

Customer is provided with an option to schedule their call



Option to connect with the agent immediately

Customer has the option to receive assistance from their chosen agent by entering the agent ID

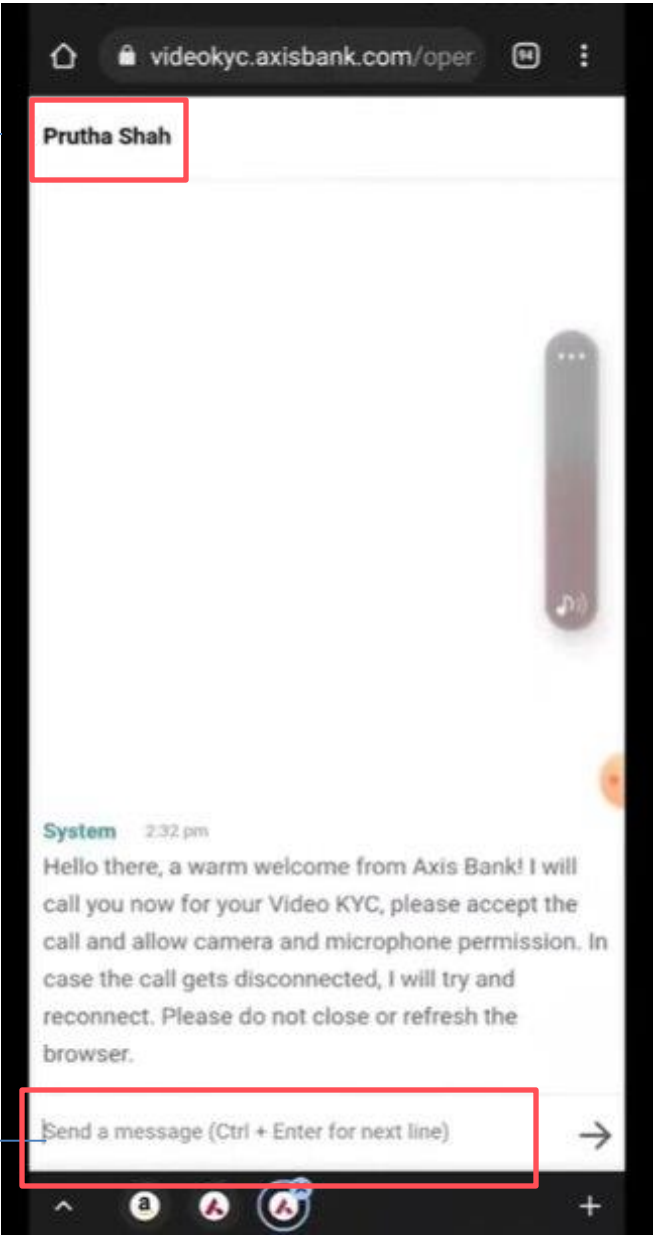
Banks utilize various additional tools to enhance their KYC processes



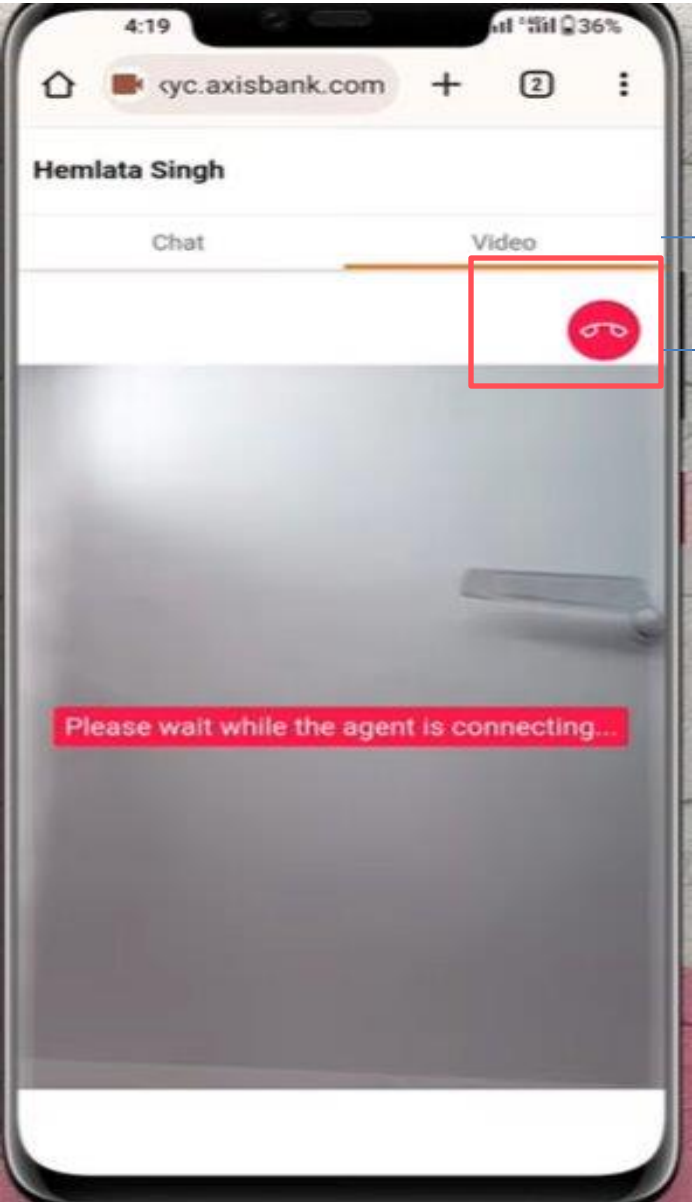
# Axis Bank add-on tools & features (2/2)

Agent's name is displayed to facilitate a stronger connection

Engage in live, real-time chats with your designated agent



Seamlessly switch between video calls, document verification, and live chat with your dedicated agent



Icon to end the call if the customer feels uncomfortable or the call naturally concludes



Selfie-KYC

mox

Hong Kong

## 6. Selfie-KYC

Top pick

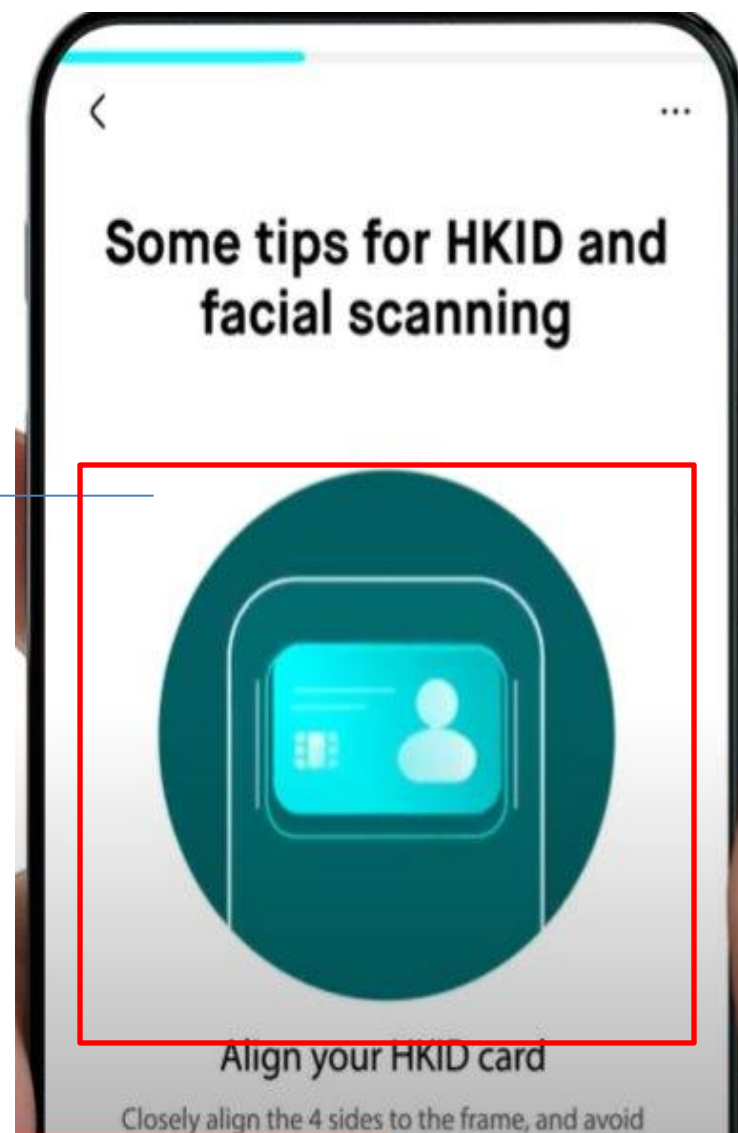
MOX Bank

- ✓ Only one ID, the national ID (HKID), required for completing the document verification of selfie KYC.
- ✓ Utilizes advanced facial recognition technology for accurate identity verification
- ✓ Enables customers to complete the KYC process in less than 5 minutes
- ✓ Provides option to retake selfies if the initial ones are not clear
- ✓ Uses an oval-shaped screen to guide customers for the selfie
- ✓ Minimizes the need for retakes with advanced technology like facial recognition and image processing
- ✓ Takes less than 2 minutes to upload documents
- ✓ Requires uploading documents from the front and back side
- ✓ Auto-fills all required fields with the ID, saving customers time



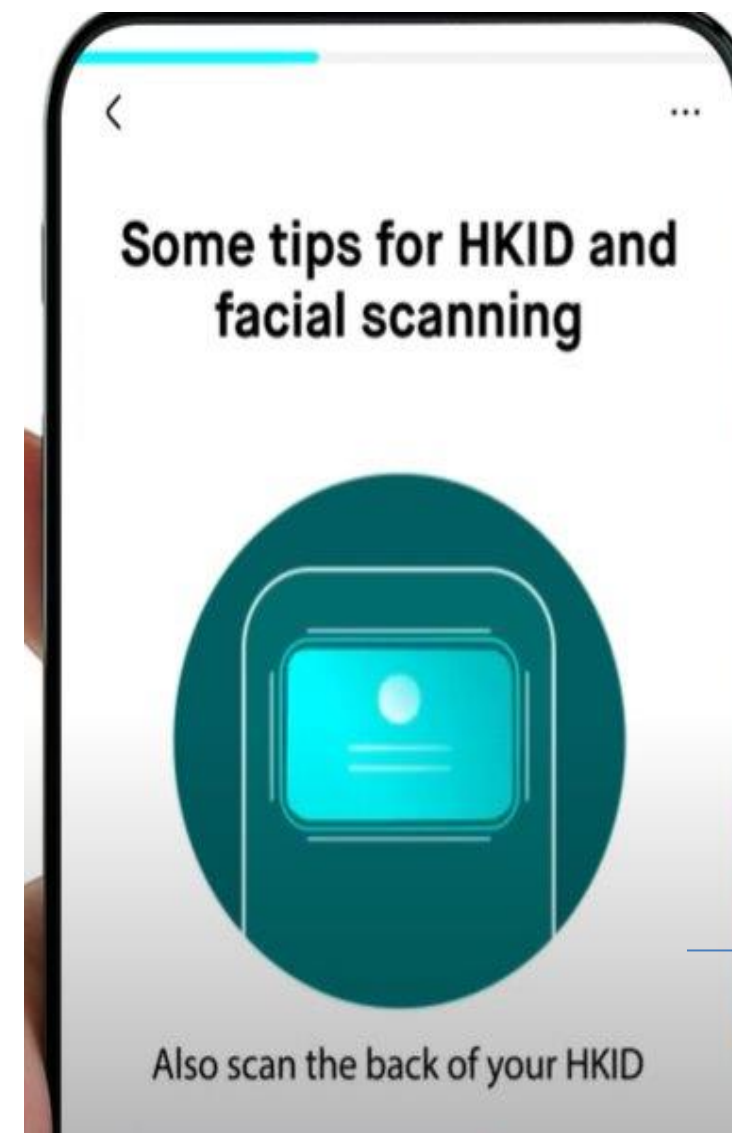
# MOX Bank selfie KYC process (1/2)

Place the ID card in front of the rear camera.



## Step1.

Scan and upload the photo of the front side of the ID card



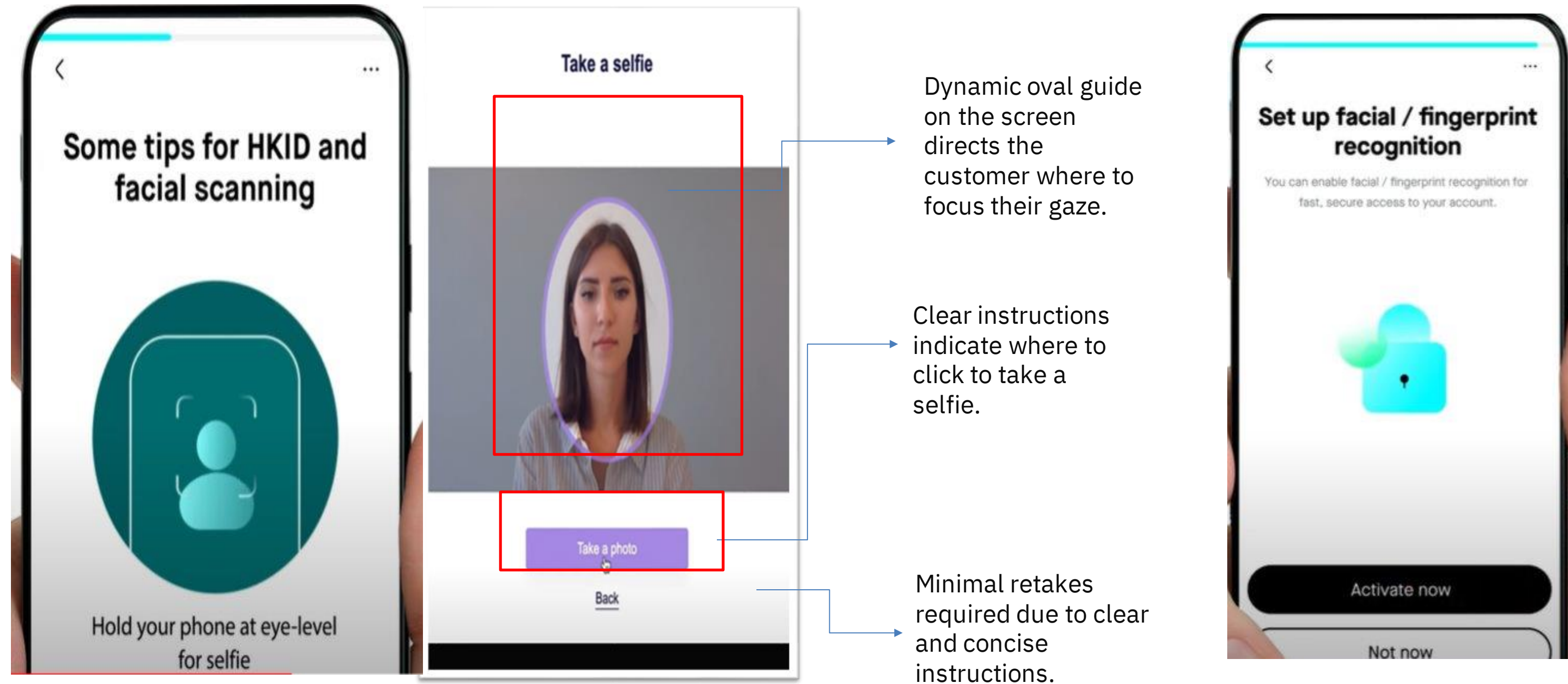
## Step2.

Scan and upload the reverse side of your ID card.

Scanning and uploading process is completed in just 2-3 seconds.

The ID auto-fills all required fields, saving you the hassle of entering information manually.

# MOX Bank selfie KYC process (2/2)



## Step3.

Capture a selfie to complete the verification process.

ID auto-fills all required fields, saving you the hassle of entering information manually.



**Pre-KYC  
communication**



**Australia**



## 7. Pre-KYC communication

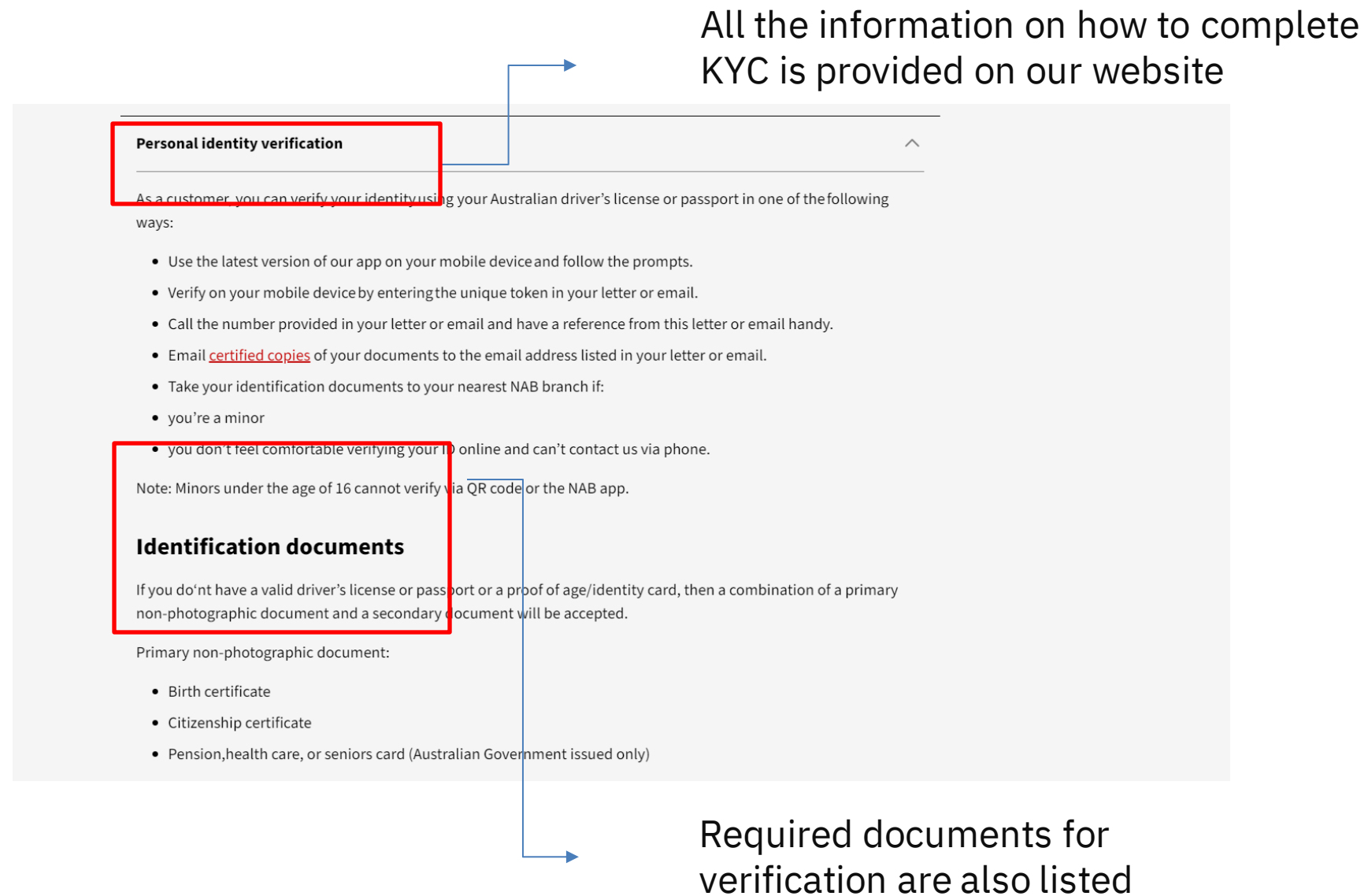
Top pick

NAB

- ✓ Provides multiple channels pre-KYC information about the KYC process and documents required through website and chat bot
- ✓ Provides a 24\*7 chatbot on the public website of the bank to clear all doubts related to KYC
- ✓ Provides all the information related to KYC process on its website for easy access by customers
- ✓ Provides proper instructions just before starting the KYC process on the mobile interface
- ✓ Ensures customers can easily reach out for assistance or inquiries on website
- ✓ Sends timely updates to customers about their KYC process status via email and text message on mobile where?
- ✓ Provides clear explanations of terms and conditions related to KYC on the website

# NAB Pre-KYC communication (1/2)

All the information on how to complete KYC is provided on our website



**Personal identity verification**

As a customer, you can verify your identity using your Australian driver's license or passport in one of the following ways:

- Use the latest version of our app on your mobile device and follow the prompts.
- Verify on your mobile device by entering the unique token in your letter or email.
- Call the number provided in your letter or email and have a reference from this letter or email handy.
- Email [certified copies](#) of your documents to the email address listed in your letter or email.
- Take your identification documents to your nearest NAB branch if:
- you're a minor
- you don't feel comfortable verifying your ID online and can't contact us via phone.

Note: Minors under the age of 16 cannot verify via QR code or the NAB app.

**Identification documents**

If you don't have a valid driver's license or passport or a proof of age/identity card, then a combination of a primary non-photographic document and a secondary document will be accepted.

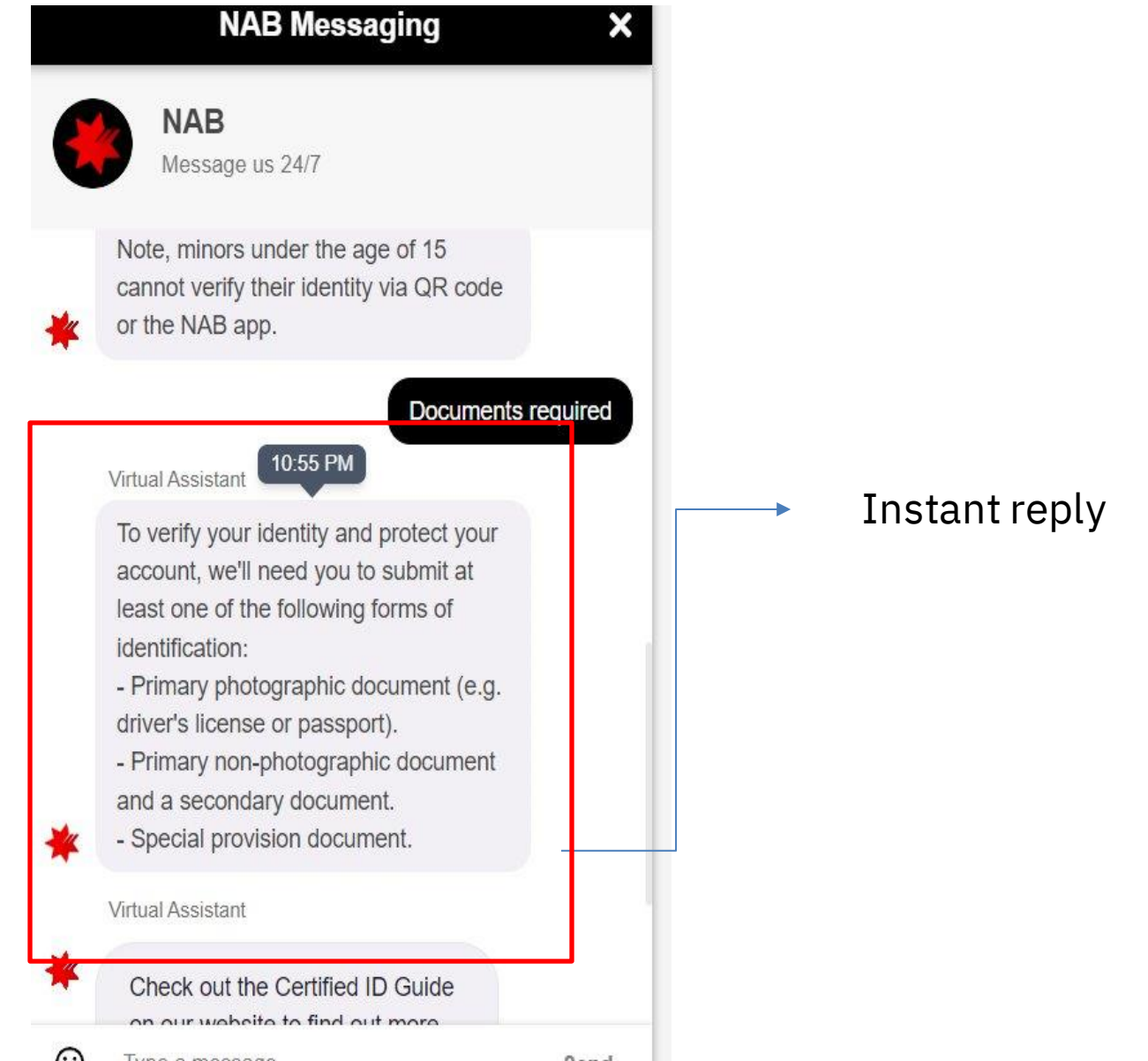
Primary non-photographic document:

- Birth certificate
- Citizenship certificate
- Pension, health care, or seniors card (Australian Government issued only)

Required documents for verification are also listed

## Website

Customers can access comprehensive information about required documents and the KYC process on our website.



**NAB Messaging**

**NAB**  
Message us 24/7

Note, minors under the age of 15 cannot verify their identity via QR code or the NAB app.

**Documents required**

Virtual Assistant 10:55 PM

To verify your identity and protect your account, we'll need you to submit at least one of the following forms of identification:

- Primary photographic document (e.g. driver's license or passport).
- Primary non-photographic document and a secondary document.
- Special provision document.

Virtual Assistant

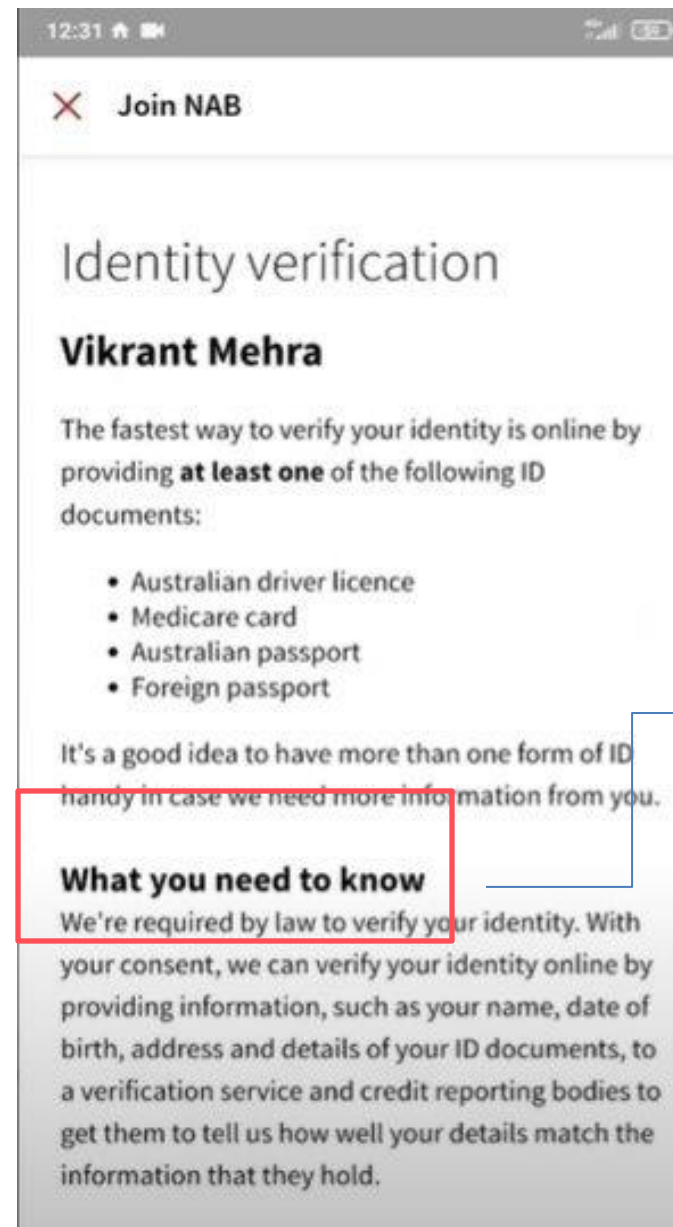
Check out the Certified ID Guide on our website to find out more

Instant reply

## Chatbot

Option to engage in live chat with a chatbot to find answers to your questions related to KYC

# NAB Pre-KYC communication (2/2)



12:31

Join NAB

## Identity verification

**Vikrant Mehra**

The fastest way to verify your identity is online by providing **at least one** of the following ID documents:

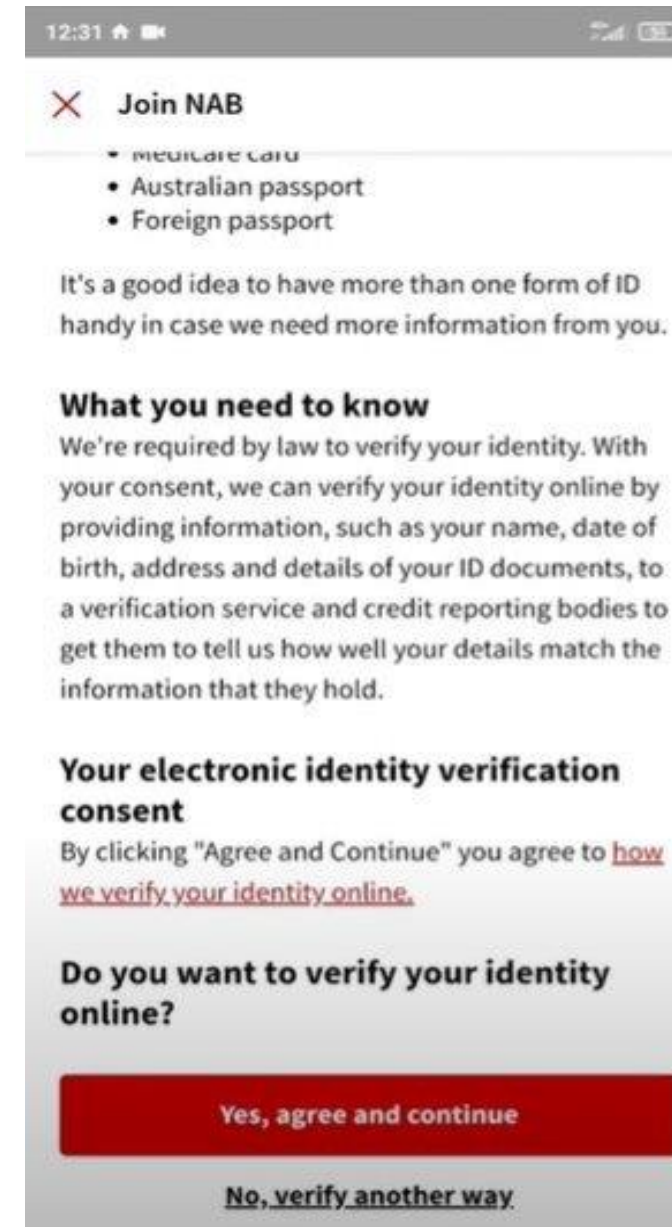
- Australian driver licence
- Medicare card
- Australian passport
- Foreign passport

It's a good idea to have more than one form of ID handy in case we need more information from you.

**What you need to know**

We're required by law to verify your identity. With your consent, we can verify your identity online by providing information, such as your name, date of birth, address and details of your ID documents, to a verification service and credit reporting bodies to get them to tell us how well your details match the information that they hold.

Process explanation



12:31

Join NAB

- Medicare card
- Australian passport
- Foreign passport

It's a good idea to have more than one form of ID handy in case we need more information from you.

**What you need to know**

We're required by law to verify your identity. With your consent, we can verify your identity online by providing information, such as your name, date of birth, address and details of your ID documents, to a verification service and credit reporting bodies to get them to tell us how well your details match the information that they hold.

**Your electronic identity verification consent**

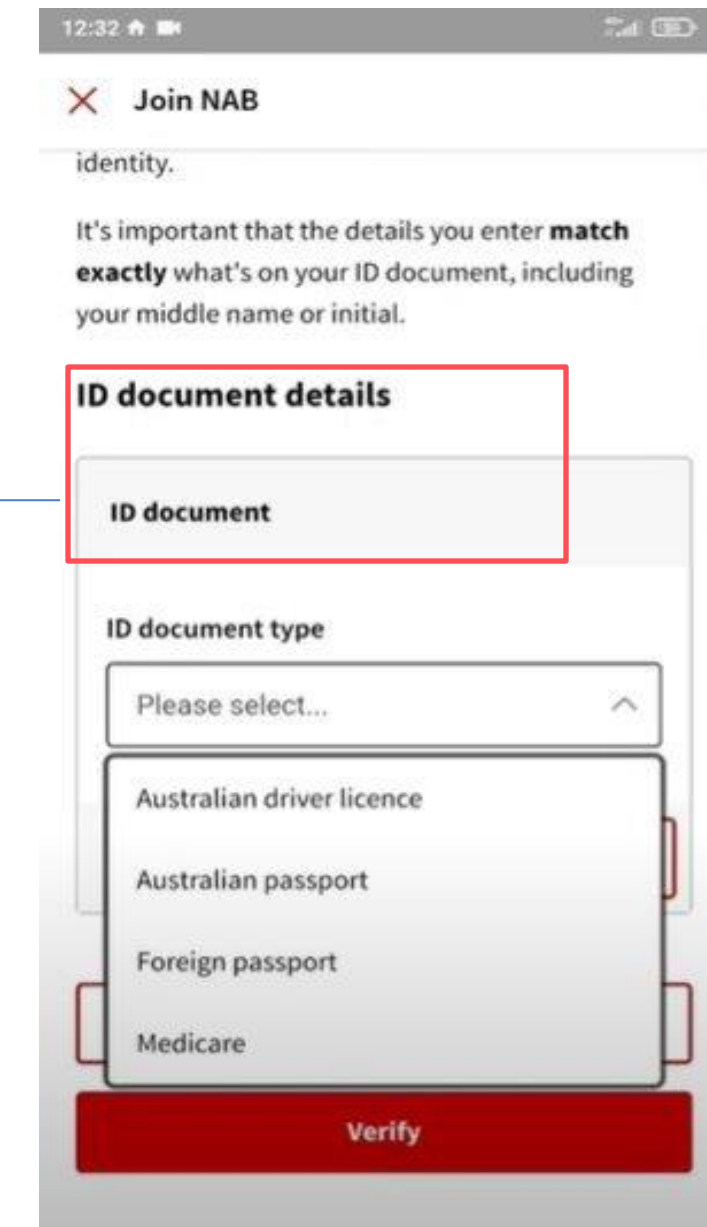
By clicking "Agree and Continue" you agree to [how we verify your identity online](#).

**Do you want to verify your identity online?**

**Yes, agree and continue**

[No, verify another way](#)

Information about required documents



12:32

Join NAB

identity.

It's important that the details you enter **match exactly** what's on your ID document, including your middle name or initial.

**ID document details**

**ID document**

**ID document type**

Please select...

- Australian driver licence
- Australian passport
- Foreign passport
- Medicare

**Verify**

Comprehensive and explicit steps and requirements are outlined prior to commencing the KYC process





Establishing  
secure KYC



बैंक ऑफ़ बड़ौदा  
*Bank of Baroda*

India

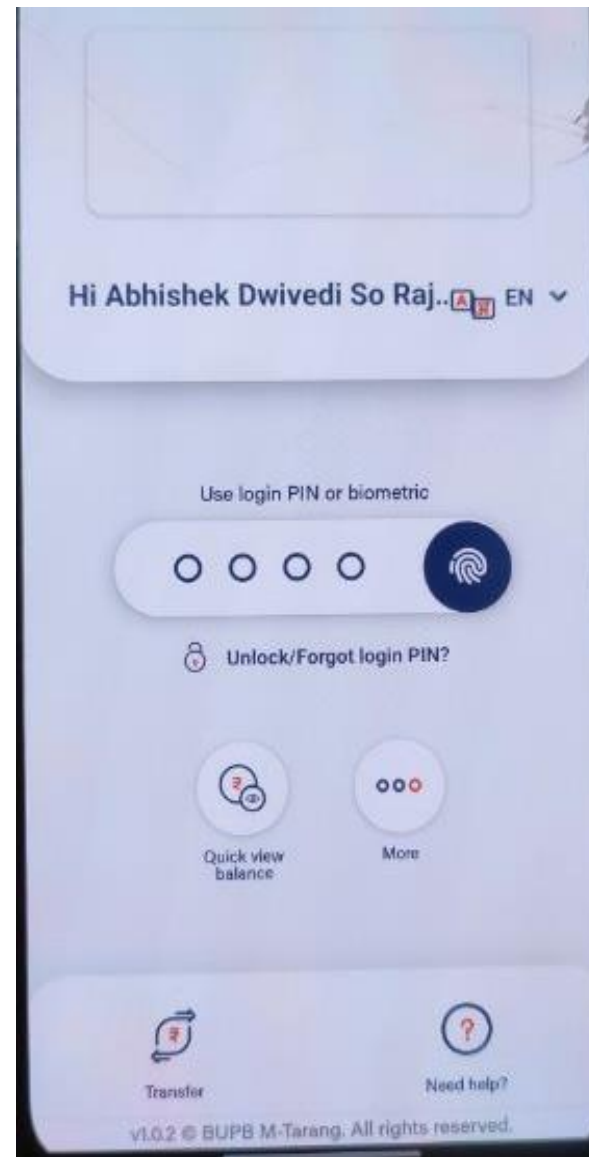
## 8. Establishing secure KYC

Top pick

Bank of Baroda

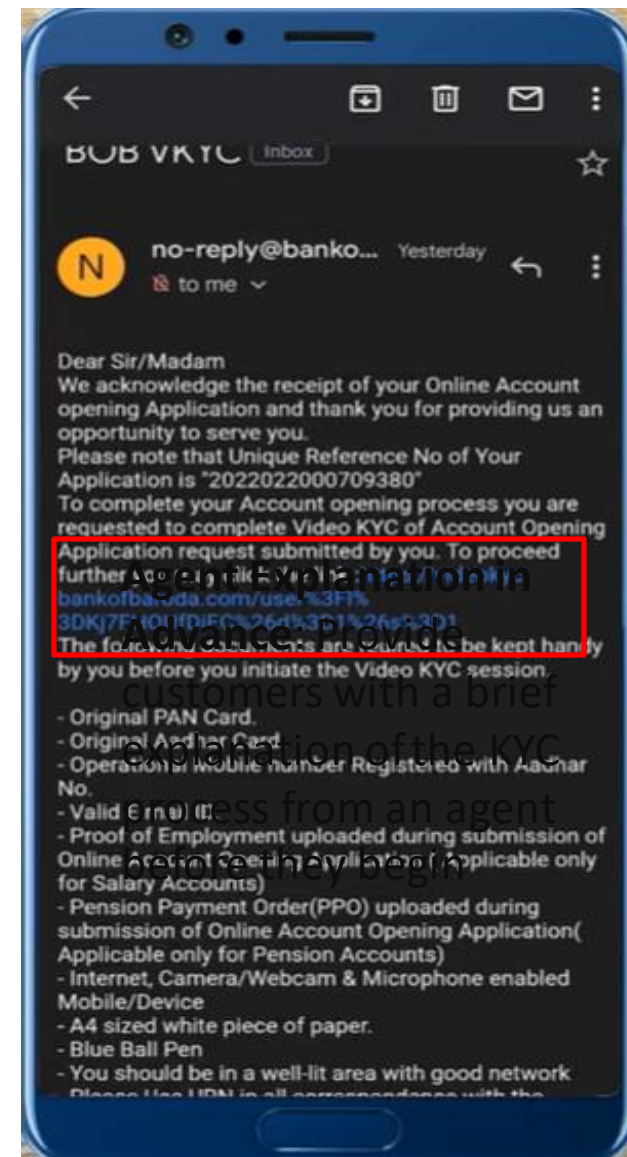
- ✓ Utilizes multi-factor authentication where customer must provide login credentials (such as username and password) along with a One-Time Password (OTP) for secure access to the KYC process
- ✓ Allows users to start KYC only by doing OTP verification set on the registered number
- ✓ Ensures only authorized users can access the KYC verification by providing KYC link on registered mobile no
- ✓ Implements a secure login process(e.g., customer ID and password and biometric authentication) for mobile application to apply for KYC process

# Bank of Baroda secure access to KYC process

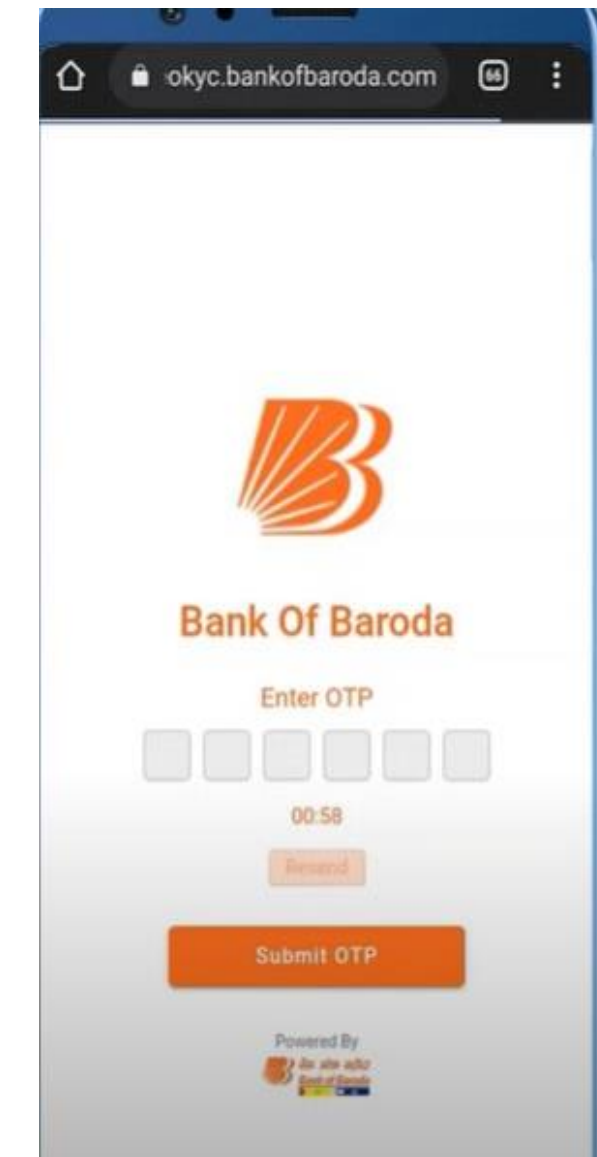


## Step1.

Log in to the mobile app and initiate the KYC process, then enter a login PIN or use biometric authentication



link



## Step3.

KYC initiation requires entering the OTP received on your mobile number





KYC scheduling  
process



India

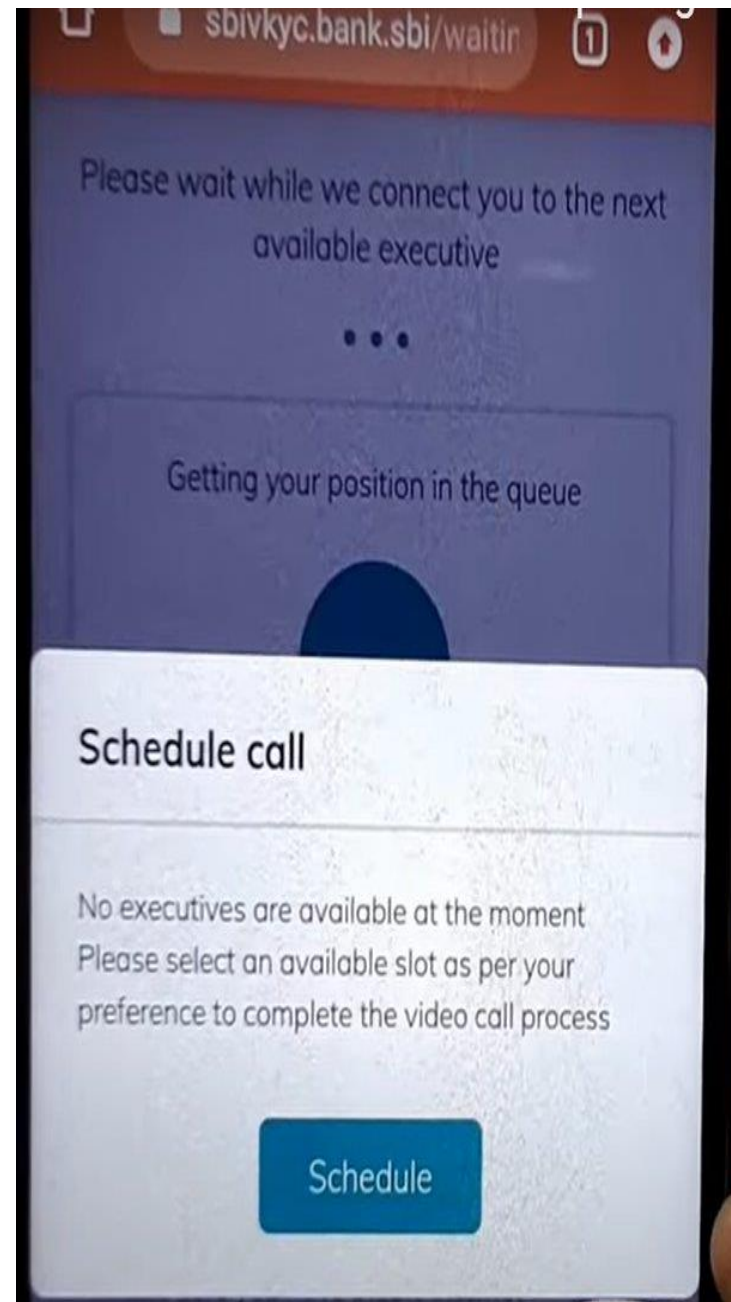
## 9. KYC scheduling process

Top pick

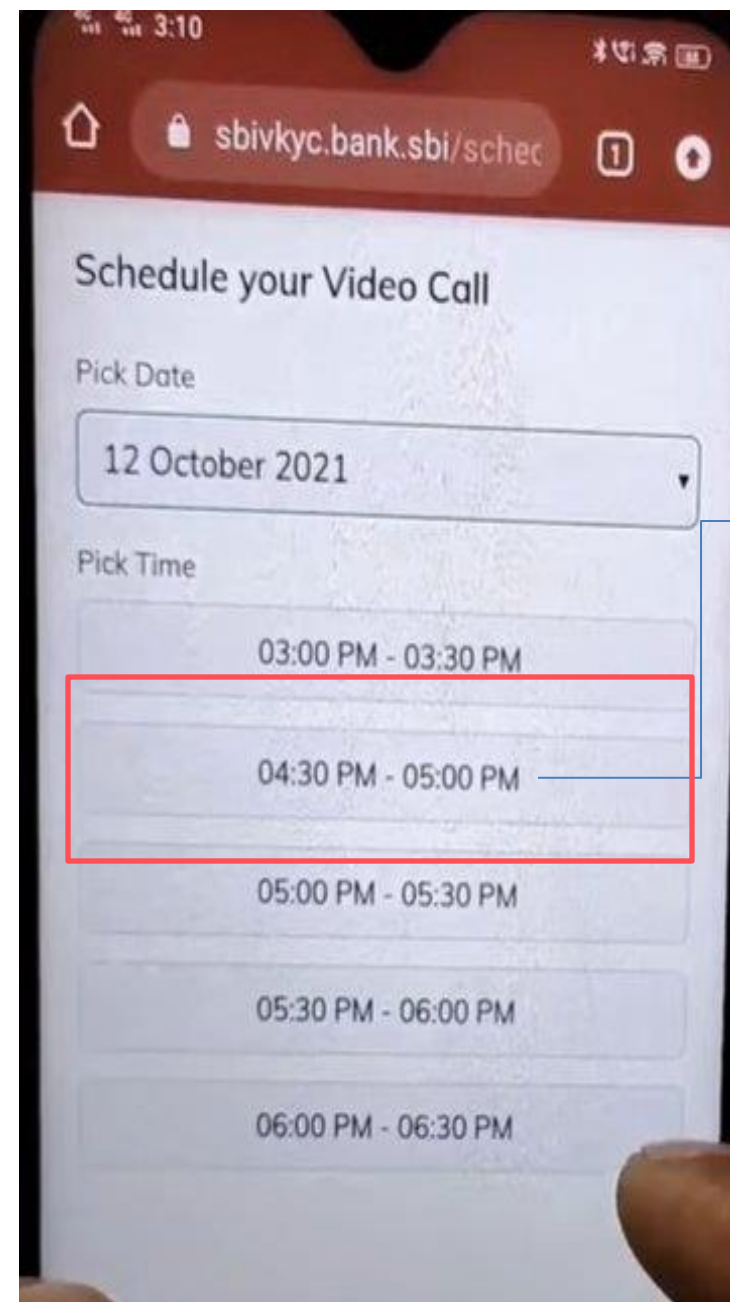
State Bank of India

- ✓ Provides customers with the option to schedule a video call for KYC verification at their convenience
- ✓ Offers a user-friendly scheduling interface for easy appointment booking
- ✓ Allows customers to avoid long wait times by scheduling a specific time slot for their video call
- ✓ Provides a personalized service by allowing customers to choose a date and time that suits their schedule
- ✓ Offers a time slot of 30 minutes to choose from for scheduling
- ✓ A notification confirming successful scheduling will appear on the screen, providing reassurance to customers

# State Bank of India KYC scheduling process

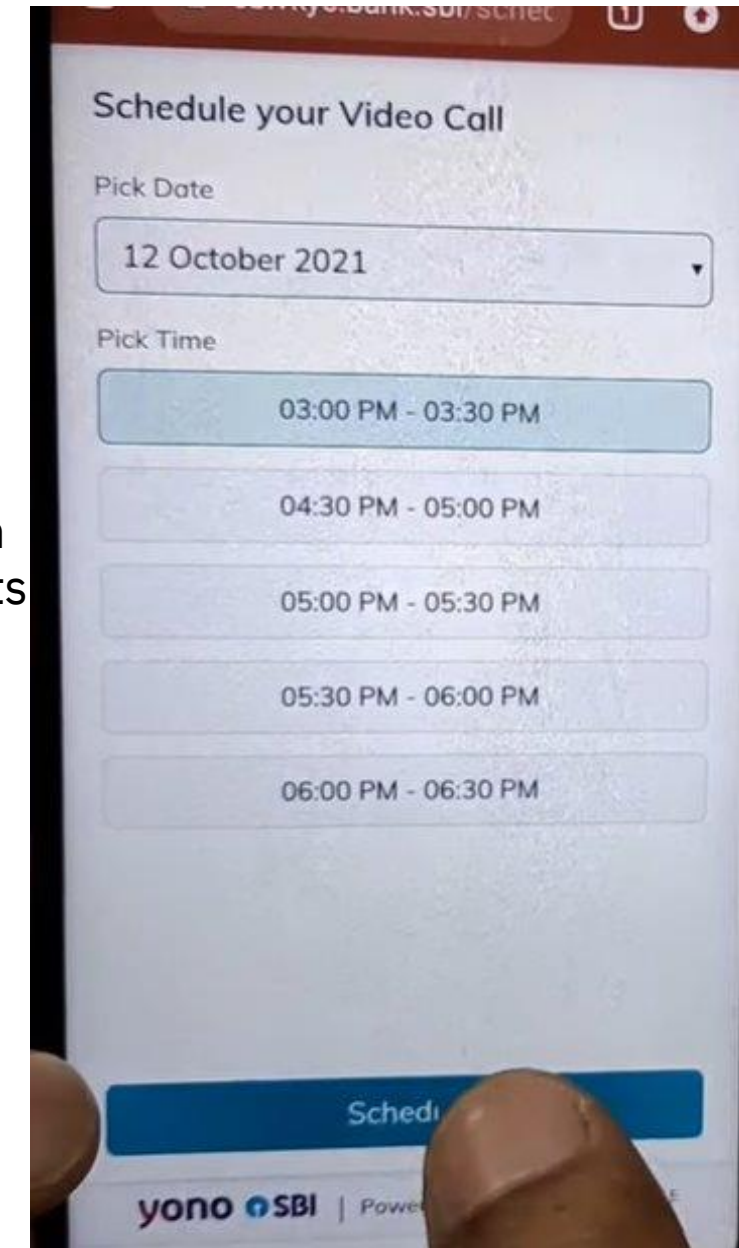


SBI provide option to schedule a video call for KYC verification at customers convenience

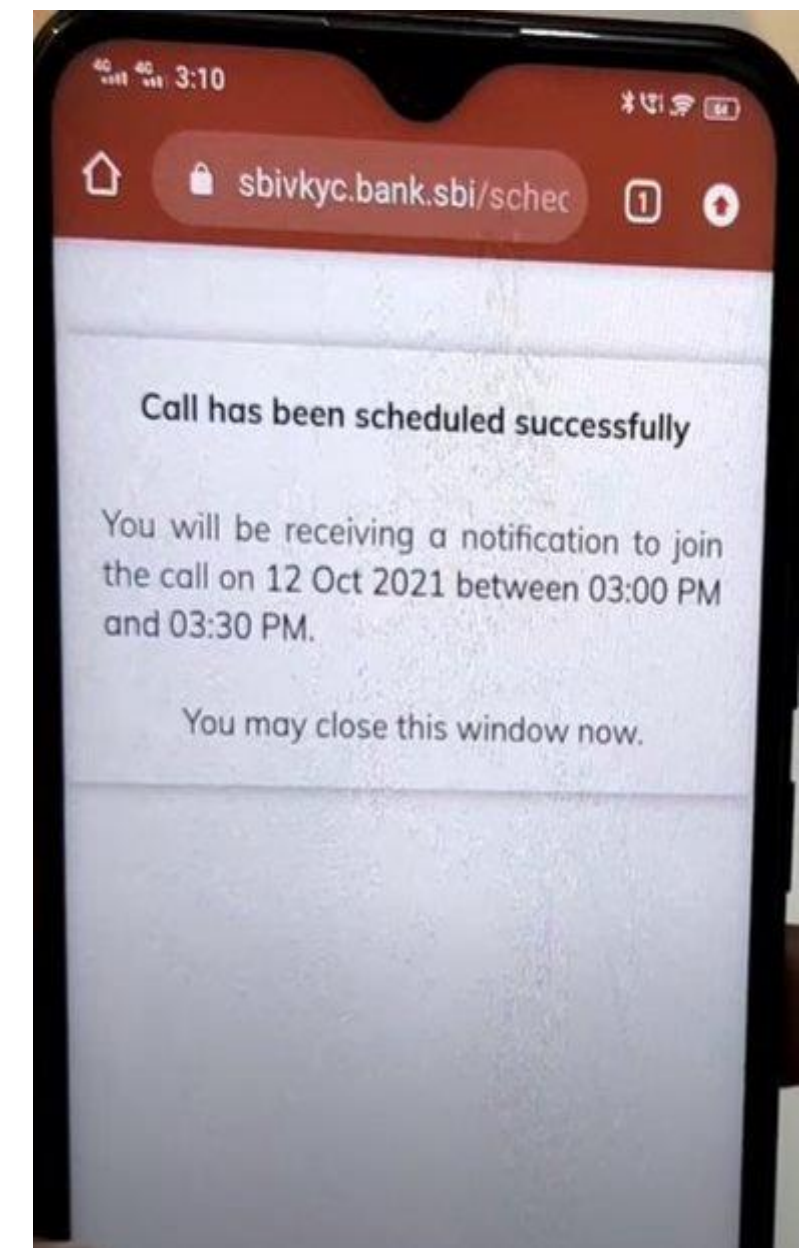


Allow customers to choose a date and time that suits their schedule

30 min slots



After selecting the most favorable time and date, click "Schedule" CTA



Notification confirming successful scheduling appears on the screen





KYC at kiosks



Thailand

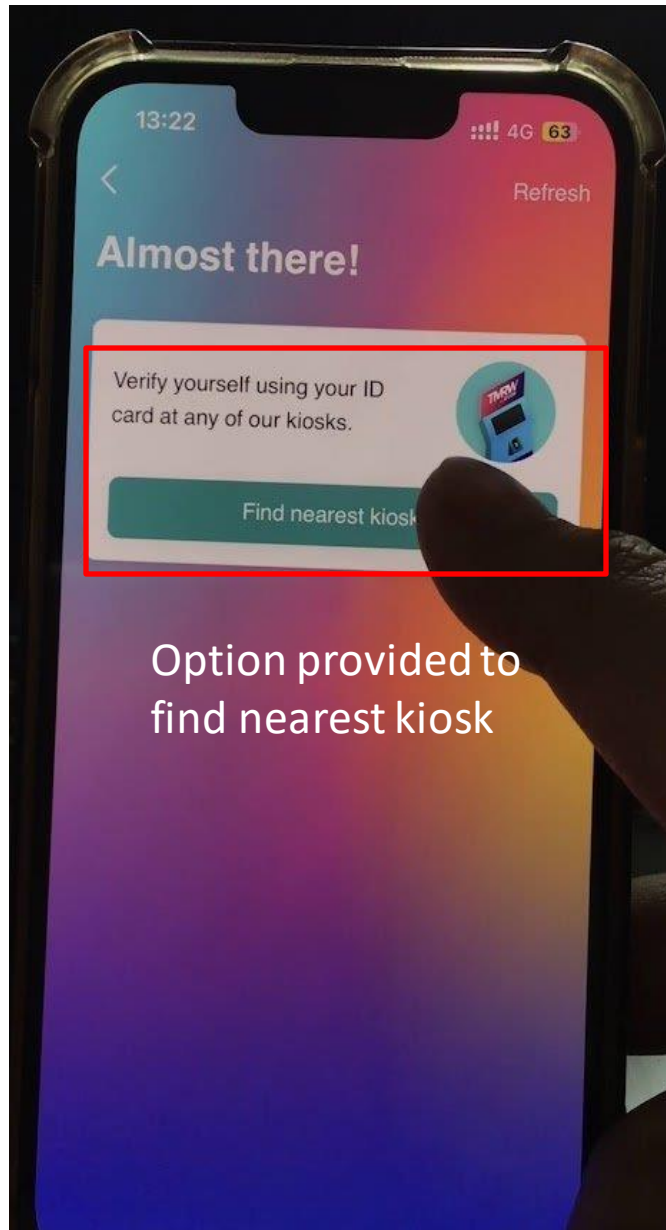
## 10. KYC at kiosks

Top pick

TMRW Bank

- ✓ Option to visit the nearest kiosk to finalize the verification process after submitting the application online
- ✓ Provides convenient kiosk locations for customers to complete the KYC process
- ✓ Need to insert ID card into the card reader to initiate document scanning at kiosk for KYC
- ✓ Offers scanning of right and left index finger at the kiosk to complete the verification process
- ✓ Offers clear instructions and guidance at the kiosk for easy completion of KYC requirements
- ✓ Ensures kiosks are equipped with necessary technology and support for document scanning and verification
- ✓ Allows customers to complete the KYC process independently at the kiosk
- ✓ Process takes less than 5 minutes to complete

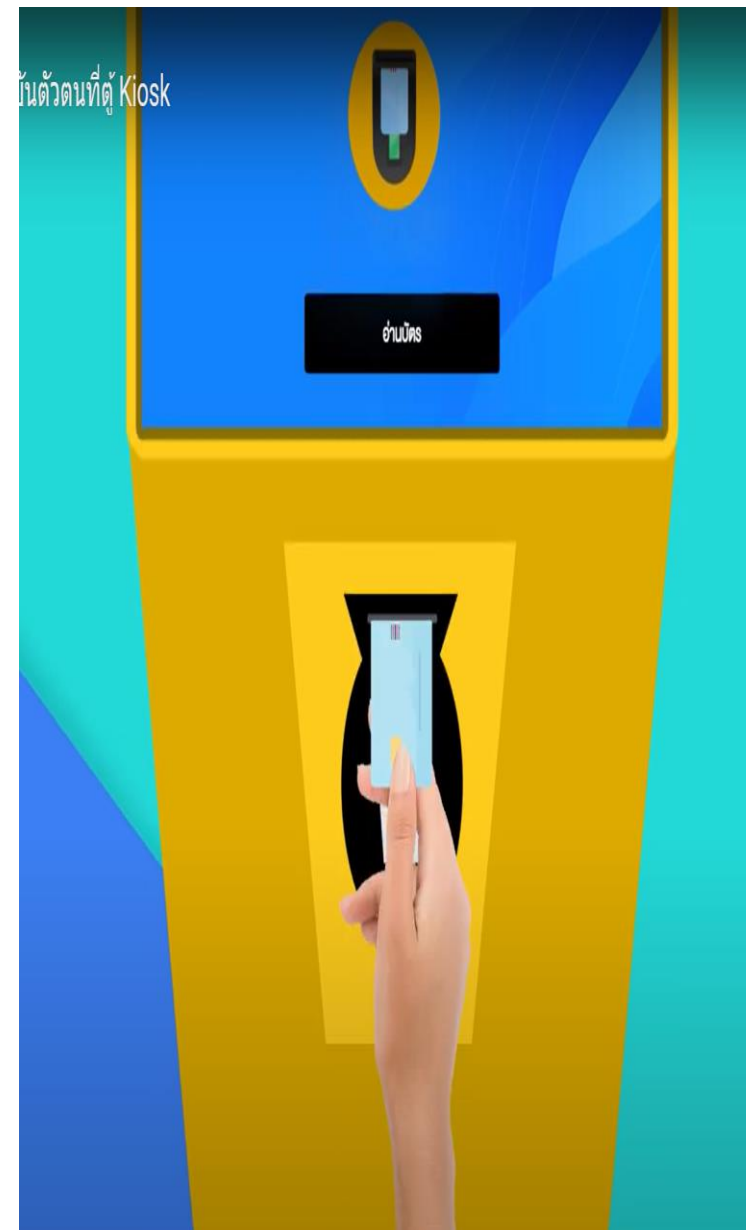
# TMRW Bank KYC at kiosk



Option provided to find nearest kiosk

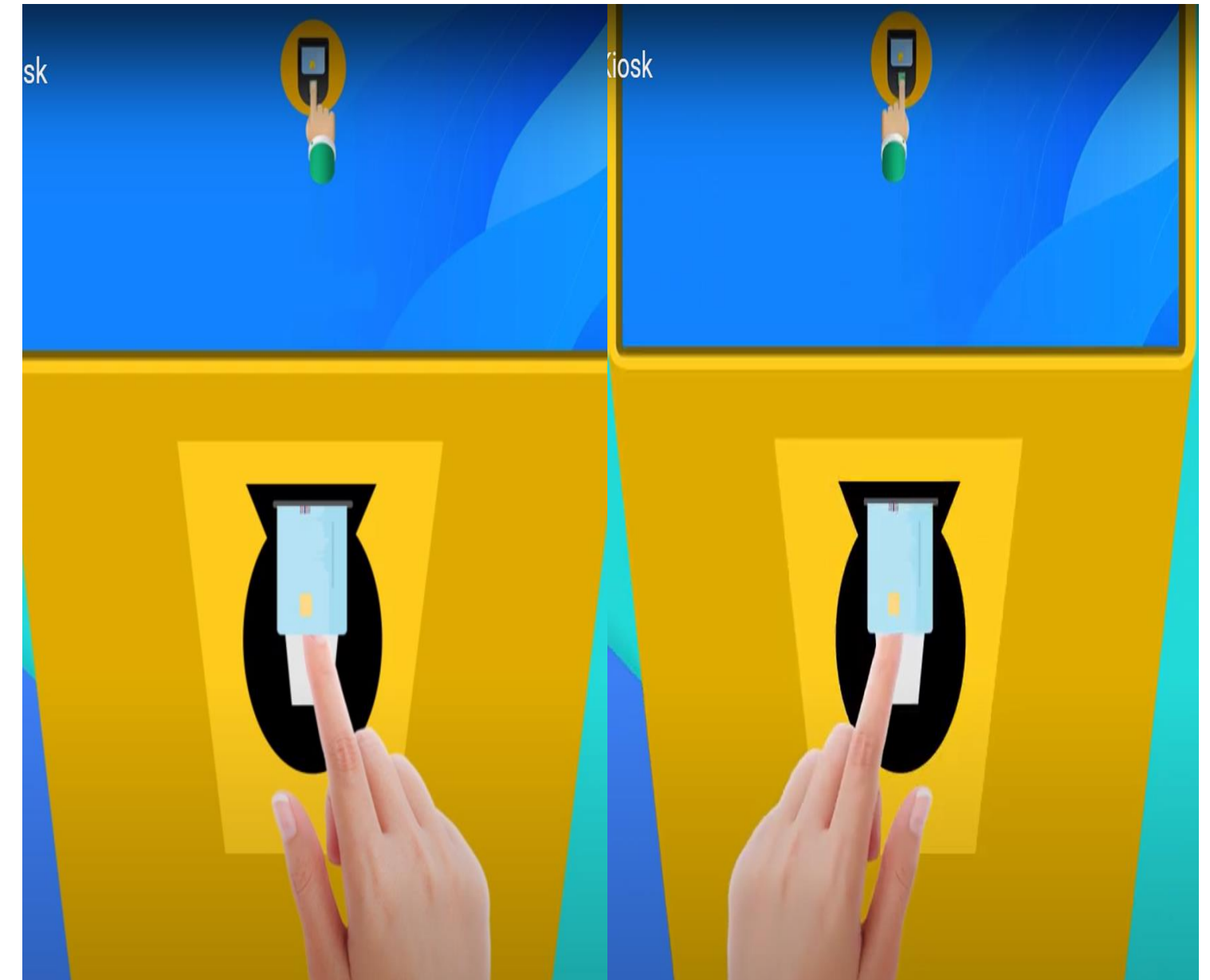
## Step1.

First submit application online , then visit nearest kiosk to complete the verification process



## Step2.

Tap on “Start” and insert your ID card into the card reader and tap “Scan” to start scanning of the document



## Step3.

Scan right and left index finger at the kiosk to complete verification process





06

Analyst recommendations  
for effective KYC process



# Actionable improvements to enhance KYC experience

KYC Best Practice	Recommendations	
Video -KYC	Eliminate waiting time	Streamline the process so that customers don't have to wait longer than 30 seconds to connect with an agent.
Two-step document verification	Automated Data Input	Implement a capability to input only ID number, and all details automatically fetched, removing the requirement to upload photos of the front and back of documents.
Digital document verification	Use intuitive symbols	Use recognisable symbols/images of documents on the screen for ease of customer understanding during KYC verification process.
Interactive interface	Progress bar	Include a progress bar to visually show users how far along they are in the process and what steps are remaining.
Selfie-KYC	Facial liveness detection	Implement facial liveness detection to ensure that the selfie is being captured by a real person and not a fraudulent attempt.
	Guided selfie capture	Provide step-by-step guidance on how to capture a suitable selfie, including tips on positioning, lighting, and facial expressions.
KYC scheduling process	Automated reminders	Send automated reminders to customers for their scheduled KYC appointments via email or SMS, reducing no-show rates.
	Agent availability analysis	Option for customers to check rush hours and less agent availability. This analysis can help in scheduling more appointments during these times to reduce waiting times.
	Rescheduling option	Provide customers with an option to reschedule their KYC appointment through the online booking system in case of not able to complete the already scheduled KYC due to some issues.
KYC at kiosks	Multilingual support	Provide support in multiple languages to cater to customers from diverse backgrounds.
	Mobile App Integration	Include comprehensive details about document requirements and process at kiosk for KYC process in the mobile app after submitting application though mobile.

## 6 Innovation opportunities to improve KYC process



Offer customers the choice to select the gender of the agent during Video KYC



Streamline the KYC process by minimizing steps and requiring only the National ID card for verification



Provide a demonstration video of the KYC process on bank's public website to assist customers



Implement a filter for customers to easily take a selfie during selfie KYC, eliminating the need for preparation



Utilize AI technology for in-house biometric verification, reducing reliance on third parties and using only the ID card



For banks with physical KYC processes, consider transitioning to online KYC. Meanwhile, offer customers designated time slots for branch visits to reduce waiting time and inconvenience.



Innovate to deliver  
**exceptional experiences**

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