When 100% automated does not mean 100 % automated

When you are shopping for a car with All Wheel Drive, you wouldn't be happy when you get your car home and realize that the salesperson misled you. Instead of being All Wheel Drive, it is only Three Wheel Drive. Maybe it can drive. But obviously, it's not 100% All Wheel Drive.

The same goes when choosing a verification partner. Some of our competitors will tell you that their verification process is 100% automated. However, after you sign the contract, you realize that isn't actually the truth.

Customers start to complain because the verification time takes too long.

Why would a document take long to verify if it is 100% automated? Simple: Their process isn't automated at all. Instead, these companies have humans looking at documents and deciding whether it should be accepted or declined.

Disregarding the obvious compliance issues, let's just consider the time issue, the main pain-point in every onboarding process. Customers have to wait for a real person to a) have an opening and b) time to look at your document.

What a stresstest! Customers don't choose to go through a verification process because they have nothing else to do on a Saturday morning. Customers go through the verification process because they want something.

They want to apply for a new credit card. They want to purchase a stock before the price starts to rise. They want to open a betting account so they can place a bet. They need to verify their identity so the new SIM card they purchased can be activated.

What they don't want is to wait.

But they still have to carry out this necessary and yet annoying verification. Why prolong this pain point unnecessarily – and perhaps even risk some customers jumping off again? Other providers also have good betting conditions or cheap credit cards.

At Verifeye Online, our document verification (auto-ident) is 100% automated, highly specialized and based on the latest AI technology to confirm a person´s ID document and assure, that the owner of the document actually is the one performing the verification. The entire process takes less than 60 seconds. Yes, you read that right, 60 seconds.

There is no human interaction in this process (and thus no way to manipulate the processed data). So why do some of our competitors need hundreds of employees for a simple, "automated" document verification process?

Guaranteed 100% automation should be the only choice you make when considering a verification partner. Just like you don't want to purchase Three Wheel Drive instead of All Wheel Drive for your new auto.

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