

Trulioo

● Case Study

Partnership Fuels Robust
Regulatory Compliance for
Global Fintech

Global Fintech Company's Match Rates Climb by 18% With Trulioo



The Challenge

Fast, fortified identity verification is the cornerstone of a global fintech company's effort to streamline customer onboarding while maintaining regulatory compliance across diverse markets.

Like many online trading platforms conducting business in the European Union, the fintech company adheres to the Cyprus Securities and Exchange Commission mandate that organizations validate customers' personally identifiable information against at least two independent data sources. That requirement, among others, places the global fintech company under constant regulatory scrutiny.

The company needed a global identity verification partner that could navigate that complex regulatory landscape and ensure efficient onboarding. The company also sought a partner that could blend deep market expertise with advanced data science to tailor verification workflows for any onboarding scenario.

That led the fintech company to Trulioo for optimized onboarding, regulatory compliance and elevated verification match rates in key markets worldwide.



The Solution

Cutting-Edge Data Science Elevates Match Rates

Before partnering with Trulioo, the fintech company conducted a thorough evaluation of several other identity verification providers. The company wanted a partner that could meet its expectations for market expertise, technology and global data availability.

“Among the companies I reviewed, Trulioo stood out for its innovative approach, platform accessibility and comprehensive breadth of information and offerings,” the fintech company’s chief growth officer said. “Through extensive proof-of-concept trials and testing phases, it became clear that Trulioo delivers superior results.”

The company entrusted Trulioo to enhance its identity verification process with the platform’s state-of-the-art Person Match capability and the no-code Workflow Studio. Those tools played a pivotal role in refining the fintech company’s customer onboarding.



We needed a service tailored to a matrix of different requirements and data availability. Trulioo customized its identity verification service to meet our requirements in the best way.”

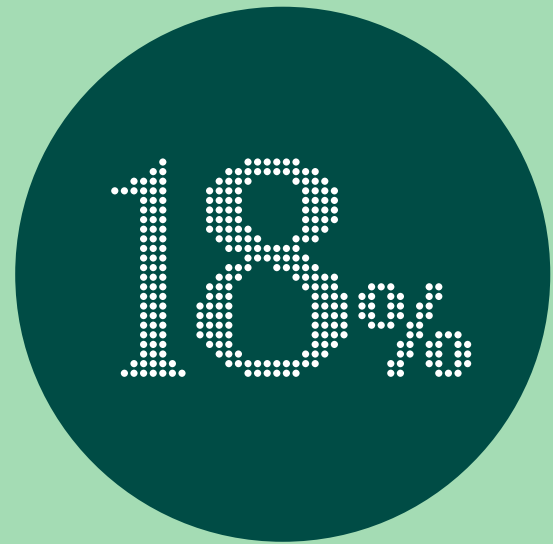
• **Chief Growth Officer**, Global Fintech Company



The two most important metrics were data availability and performance metrics. In the combination of these two metrics, Trulioo outperformed any other vendor that we've looked at."

• Chief Growth Officer, Global Fintech Company

Trulioo applied advanced data sequencing and tapped into local and global data sources to streamline verification and significantly increase match rates in critical markets.



▲ An 18% overall increase in identity match rates



▲ The expansion of Trulioo Person Match into six additional markets

The Results

18% Verification Rate Increase

The fintech company aimed to deliver fast, compliant onboarding across multiple markets, each with unique requirements, regulations and data availability.

To meet those goals, Trulioo conducted meticulous analyses to tailor the optimal combination of data sources and inputs for the company's business needs. The Trulioo data science team then tested data sequences to strike the perfect balance among cost, performance and coverage.

That approach allowed Trulioo to efficiently verify the company's initial tier of customers at minimal cost and apply additional data sources only as customer needs evolved.

Unlike other vendors that merely test different data combinations, Trulioo excels by optimizing the sequence in which data sources are accessed to ensure a low-friction user experience. The Trulioo platform is also agile enough to adapt to data changes without requiring the company to modify its tech stack.

That combination of data precision, market expertise and workflow customization helped the company achieve faster, compliant customer onboarding and bolster verification rates by 18% across multiple markets.

The world's
identity
platform.

Trulioo is the world's identity platform, trusted by leading companies for their verification needs. The Trulioo integrated, automated platform provides unparalleled global coverage for business and person verification and a comprehensive suite of in-house capabilities.

Combining its state-of-the-art technology with expert verification knowledge across diverse markets, Trulioo enables the highest verification assurance levels, optimizing onboarding costs and fostering trust and security in the global digital economy.

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