Paysafe Adopts Streamlined Digital Onboarding Process

Jumio’s Document Verification and Identity Verification solutions help payment solutions leader improve user experience and increase online conversions.

Paysafe Group (Paysafe) is a leading specialized payments platform. Its core purpose is to enable businesses and consumers to connect and transact seamlessly through industry-leading capabilities in payment processing, digital wallet, card issuing and online cash solutions.

With over 20 years of online payment experience, an annualized transactional volume of over US $85 billion, and employs approximately 3,000 employees located in more than a dozen global locations, Paysafe connects businesses and consumers across 200 payment types in over 40 currencies around the world.

Delivered through an integrated platform, Paysafe solutions are geared toward mobile-initiated transactions, real-time analytics and the convergence between brick-and-mortar and online payments.

The Challenge: Speeding Up the Onboarding Process and Enhancing the Customer Experience

Onboarding new Paysafe customers used to be quite a lengthy process that was being handled by a document upload facility. This process could take a day or longer to complete.

“Life before Jumio was very manual,” said Alessandro Bruno-Bossio, Paysafe senior vice president of customer service. “Customers had to take pictures on smartphones, cameras or scanners, and then figure out a way to upload them to our website. The customer experience was something we really wanted to improve.”

Paysafe needed an automated solution that would enable them to verify customer identities in a matter of seconds — not hours or days — while meeting strict Know Your Customer (KYC) and Anti-Money Laundering (AML) compliance mandates.

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JASON HARPER
Vice President of Product
Paysafe
How Jumio Helped

Jumio has been Paysafe’s primary identity verification and document verification provider since 2014, and has been helping Paysafe continue to meet its KYC and AML requirements while minimizing the need for time-consuming manual review.

“As soon as I heard about Jumio’s services it became quite obvious what the opportunities for improving our customer experience were,” Bruno-Bossio said. “Since then, Jumio has continued to lead in its space and develop its technology. They have also stayed ahead of the curve as regulatory requirements have increased and released other features that have helped us counter friction and customer pain points as part of our compliance procedures.”

In order to meet KYC and AML compliance standards, Paysafe needs to not only verify customer identities but confirm their current residential addresses. These regulations are designed to stop corruption, money laundering and the funding of illegal activities, and they impose an added burden of identity assurance that a customer or user is who they claim to be online.

Jumio Document Verification enables customers to verify their address over the internet, rather than in person. Paysafe customers can quickly take a picture of documents such as utility bills, credit card statements, bank statements and Social Security cards using their smartphones, even if the documents are crumpled or creased.

It is, in part, because of Jumio Document Verification that what used to take a day (or more) to complete now takes mere minutes.

“There was definitely an increase in conversions as a result of implementing Jumio, and a big step change for us compared to when we were doing manual reviews,” said Jason Harper, Paysafe vice president of product. “That helped us in a real, tangible way. It was very impactful for onboarding and conversions.”

Jumio also helps Paysafe realize scale geographically. Jumio supports more than 3,500 ID subtypes from around the globe, and has verified more than 300 million identities issued by over 200 countries and territories from real-time web and mobile transactions.

The overall Paysafe customer experience has benefited from the Jumio integration.

“We user experience has been made better because of Jumio’s interface. It works well with mobile as well as desktop and responsive sites.”

JASON HARPER | Vice President of Product, Paysafe

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