



## ABOUT SIGNICAT ASSURE

Signicat Assure is covering the assuring and proofing of the customers' identity for online onboarding. A user-friendly and time-effective onboarding is crucial when it comes to the success rate of the process, as well as giving the business enough information to ensure trust. By using the Signicat cloud platform, service providers can offer multiple assurance methods to reach a broad number of people in multiple countries and combine multiple proofing methods to achieve the desired level of assurance.

# Signicat Video Assurance

## What is Signicat Video Assurance?

During a consumer on-boarding process it may be required to do a face-to-face meeting. According to Merriam-Webster, the definition of face-to-face is "within each other's sight or presence". Depending on risk and regulatory requirements, a two-way video conference may be within the definition of a face-to-face meeting.

This assurance method will typically be the last of a series of assurance methods. It is typically preceded by the consumer uploading a picture of an ID paper, a picture of him or herself, and maybe also the use of other electronic IDs, such as eIDs or consumer identities.

The video assurance is done by a call center operator performing a scripted interview with the consumer, which may or may not include the user showing the ID paper.

## Benefits for the end-user

The user expects as simple onboarding as possible. Travelling to a physical branch office will take time and effort from the user side. In addition it may be impractical, if the branch office is very far away. Even using for example the postal service to do the face-to-face verification will be an obstacle for the user.

Most users will have either a home computer or a portable device with video capabilities, and it will reduce the friction a lot for the user, just using this, instead of visiting a branch.

## Benefits for the merchant

The goal for the merchant is to be able to onboard new users fully digitally, with no human interaction. However, based on risk or regulations, some interaction may be required. The goal is to have as low friction as possible in this interaction, both for the user and the merchant.

In addition to increasing new customers' conversion rate, by reducing friction, the merchant will also benefit from not having to have branches near the target markets. Any user, anywhere on the planet can be reached. In addition, the video interviews can be performed more efficiently, by having personnel specifically trained for this purpose.

## SIGNICAT

*Signicat is one of the leading providers of electronic identity and electronic signature solutions in Europe. The company, founded in 2007, delivers online trust based services to the public and private sector globally. The solutions are used by banks and financial institutions, insurance companies, government agencies and large corporations as well as small and medium sized businesses.*

*Signicat specializes in cross-border cloud based electronic identity services and electronic signatures. The company has local presence in Norway, Sweden, Denmark, Finland, the Netherlands and UK. These countries are in the forefront in the world with the usage of digital identities and electronic signatures.*