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 Merrian-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.