



Creation of a
seamless digital customer onboarding journey



Removal of manual steps
and offline processes for
customers failing database checks

Virgin MONEY

Virgin Money prides itself on being a major disruptive force in UK banking. The only bank outside the 'Big 5' that boasts a full-service personal and business banking capability, it currently serves 6.4 million customers across the UK.

virginmoney.com

How do you deliver digital solutions but also optimize the customer experience?

Virgin Money is a proudly 'digital-first' bank with a clear ambition to disrupt the status quo. It is of paramount importance that the Virgin Money platform, and the digital experiences the bank's customers encounter, are world-class. However, competition from challenger banks is increasing and customer expectations are rising rapidly. Manual and offline steps for customers who failed database checks were slowing the onboarding process down and creating unnecessary friction and frustration for customers.

By integrating Mitek digital identity checks, customers no longer need to take documents into a physical branch or send them via mail. Virgin Money has been able to digitize the entire journey and provide customers with a streamlined, convenient online account opening experience, aiding Virgin Money in their goal of reducing their physical footprint.



We chose to work with a RegTech partner like HooYu [now Mitek] because their platform enables us to easily build a range of digital onboarding journeys that are simple for our new customers to complete.

Linda Robertson

Head of Digital Customer Experience at Virgin Money



Our smart digital tools put our customers in control and the HooYu [now Mitek] journey helps our customers to successfully pass KYC where traditional name and address checks fail.

Linda Robertson
Head of Digital Customer Experience at Virgin Money



With fraudsters taking advantage of the anonymity of digital spaces, how can digital onboarding be made more secure?

Virgin Money offers products and services that span the full spectrum of customers' retail and business banking needs. The safety and security of those services is of prime importance to the bank.

The Virgin Money account origination processes for retail bank current accounts, credit cards, and business and commercial current accounts now incorporate selfie capture, liveness detection, ID document capture and validation, facial biometrics, address proofing, and geolocation through Mitek's identity verification platform. Combined, these features offer superior KYC and AML security and provide customers with confidence that their accounts are protected from threats posed by fraudsters attempting impersonation and impersonation or account takeover attacks.



Technologies used:



Selfie Capture



Liveness Detection



ID Document Validation



Facial Biometrics



Address Proofing



Geolocation

Trusted by:



Compliance needs can shift as you enter new markets, release new products, and scale your company. Our KYC platform is agile enough to move with you no matter what you decide to do.

