Case Study

DateID increases its customer acquisition by **300%** with Shufti Pro's IDV

Table of Contents
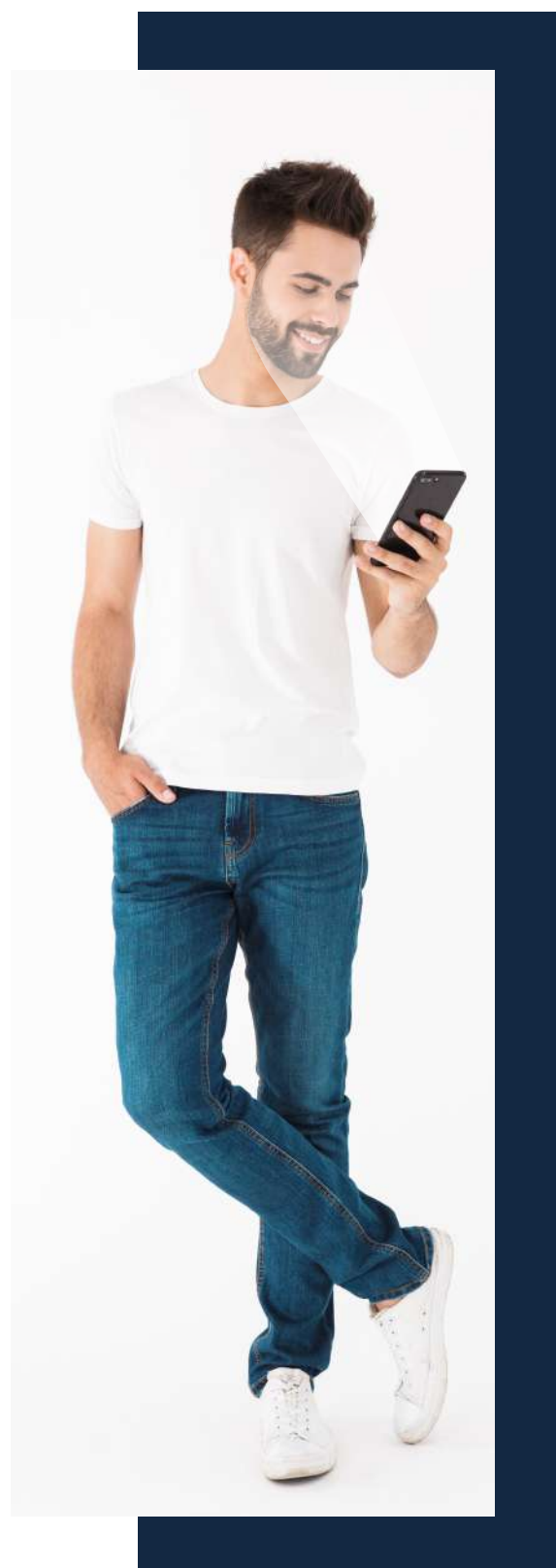
About DateID

DateID is a California-based software company that promotes safer online dating by screening dates before they actually meet in person. The company launched in 2016 is a pioneer of IDV in the dating industry, having hundreds and millions of existing customers.

DateID featured on platforms like Biometric Update, Information Security Buzz and Global Dating Insights due to its groundbreaking ID-centric dating website. They incorporate bank-grade security which requires users to verify their identity documents such as a passport and driver's license paired with a facial recognition scan.

DateID addresses more than 70 prevalent scams and develops safe verification protocols. Through this, they make sure no unverified user is assigned an ID. This ID can be used globally across multiple dating sites and apps, establishing a robust mechanism to prevent scammers.

Challenges & Shortcomings

- **Online Dating Scams**

  Although the digital audience is well aware of online scams, they look for trustworthy individuals on dating platforms. DateID had to deal with various challenges such as catfishing, romance scams, and security issues for apps. Developing a reliable mechanism to offer a one-ID solution was one of the main challenges.

- **Deteriorating Customer Experience**

  With previous service providers, DateID was constantly facing a drop in their customer experience. The ID verification solutions were not feasible and end-users faced problems with the complex UX.

"Since 95% of our customer support is self-serve, and we don't have large support staff available to help customers get through the verification process, we needed a great UX so that we could be relatively hands-off. IDV is not as simple and straightforward as you'd think."

Remy Tennant
Founder DateID

- ## Constrained Sales & Pricing

  Being a startup and operating with limited resources, DateID came across frequent customer complaints that needed a self-reliant and fully automated service to do the job. Additionally, DateID needed a flexible pay-as-you-go pricing plan that could help them process higher volumes with confidence and enable them to grow better.

How Shufti Pro Helped?

Shufti Pro's AI-powered ID verification services were the best fit for DateID. With real-time and accurate identification of potential users, Shufti Pro enabled quick and effortless onboarding by giving legitimate customers a verified ID. This allowed DateID to connect better with other platforms, and reduce thier fraud rate and false chargebacks.

Bridging the Gap

- ## Digital Fraud Rates Went Down by 28%

  Enhanced AI technology by Shufti Pro combats all types of biometric spoof attacks, digital ID fraud, and identity theft instances that could possibly occur at online dating platforms. With an accuracy rate of **98.67%** and a verification time of less than **5 seconds**, DateID can now verify their customers with confidence. Moreover, the developers at DateID found Shufti Pro's API convenient and easy to integrate.

- ## Customer Onboarding Increased by 300%

  Shufti Pro's highly accurate and quick IDV allowed DateID to increase their customer onboarding rates **three-fold**. The interactive and simple UX allows end-users to avoid lengthy verification procedures, and develop a better product understanding, thereby reducing false negatives and the abandonment rate. Apart from that, Shufti Pro supports **150+ languages** providing a customized experience to every end-user.

"Shufti Pro's UX is very well thought out compared to some other platforms we tested"

Remy Tennant - Founder DateID

• Illegitimate Chargebacks Dipped by 150%

DateID needed a reliable solution that helped them reduce false chargeback claims on their platform. Shufti Pro takes into account the complete user journey and case building as a number one priority. This allowed DateID to provide better decline reasons to its customers and a proof of identity to combat potential chargebacks.
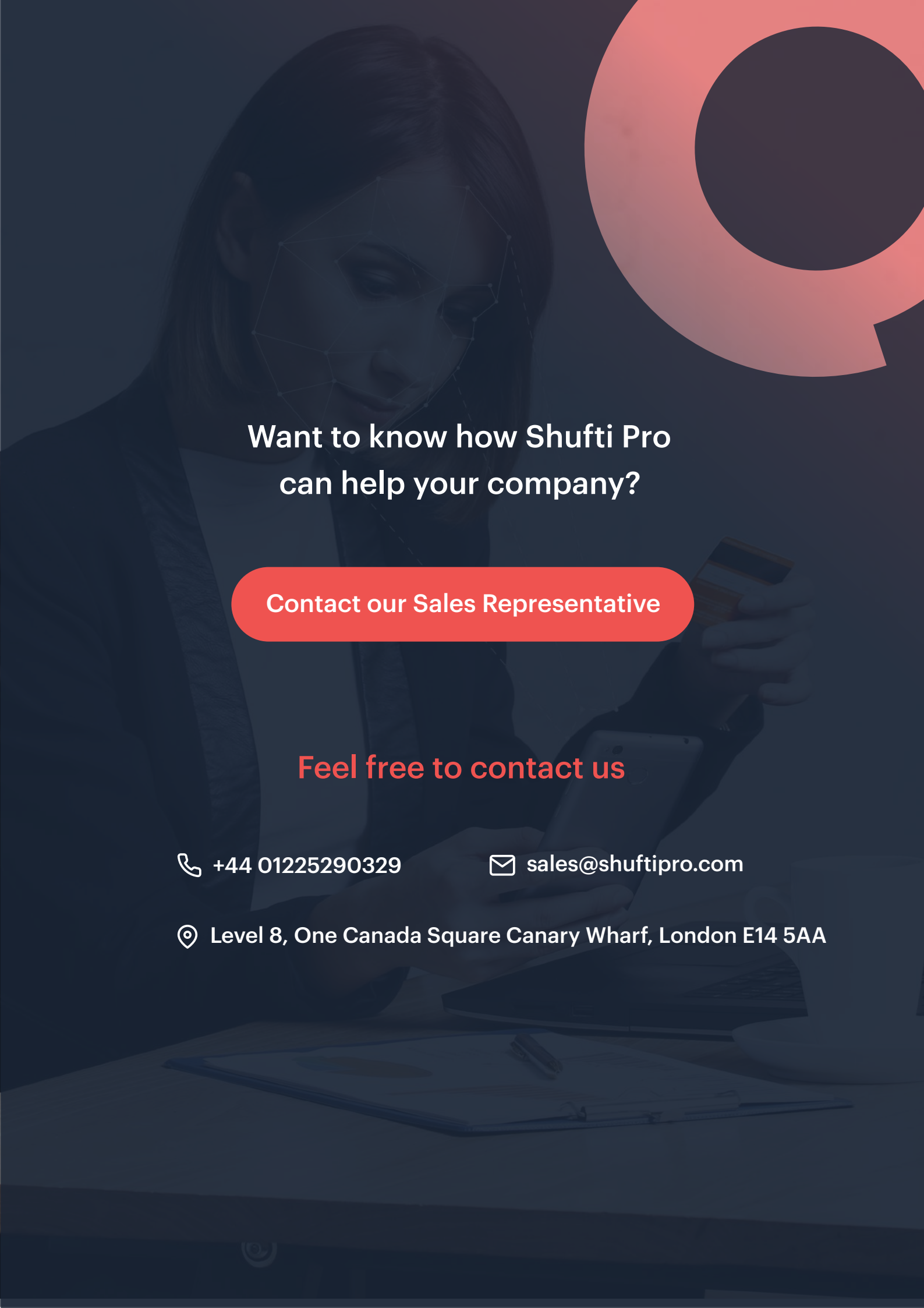
"We are pleased that with our state-of-the-art ID verification solution, DateID has now been verifying users more confidently for the past two years. They needed a well thought out service with a user-centric experience that not only provided real-time and accurate information but on-the-go verification as well - which Shufti Pro was able to deliver. I am glad that our AI-powered services for face and document verification have worked well with their requirements in bringing more sales opportunities and creating a better market strategy."

Victor Fredung
Shufti Pro CEO

Takeaways

DateID encountered problems while verifying online users for dating platforms - finding a solution with a competitive pricing plan and a great UX. Shufti Pro solved this problem by providing them user-centric and pay-as-you-go services, through which DateID was able to overcome concerns related to customer experience, resource planning, and combating digital fraud.

Want to know how Shufti Pro can help your company?

Contact our Sales Representative

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