



CASE STUDY



QQ Pay

Powering Global Compliance and Growth with Shufti

★ Trustpilot

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3k reviews

Leading the Industry in
Customer Satisfaction

About QQ Pay

Founded 15 years ago, QQ Pay emerged in Southeast Asia as a cross-border remittance provider with a strong focus on financial inclusion for underserved migrant workers. Founder Maninder Bhullar witnessed firsthand the risks migrant workers faced relying on unregulated money transfer methods and was determined to offer a safer, more accessible alternative. What began with brick-and-mortar branches quickly evolved into one of the region's early digital-first fintech platforms. Today, QQ Pay operates as a boutique payment provider with ambitions to build a full-stack digital ecosystem spanning cross-border transfers, e-money, SME payments, and digital asset exchange.

"We are building toward a digital bank model, modular, globally compliant, and crypto-ready, and Shufti is helping us get there."

— Maninder Bhullar,
Founder & CEO, QQ Pay

The Challenge:

Fragmented Compliance in a Rapidly Digitizing Industry

As one of the earliest fintechs established in Malaysia, QQ Pay needed to ensure that their e-KYC system was robust enough to exceed regulatory expectations from the outset. This became even more pertinent as the company expanded into Australia and New Zealand, as well as diversified into SME enablement and digital currency solutions.

KEY CHALLENGES INCLUDED

▶ **Manual onboarding:**

This created heavy operational overhead, leading to high costs, logistical challenges, and limited scalability.

▶ **Evolving regulatory expectations across markets:**

Regulators in Southeast Asia were still adapting to e-KYC, requiring QQ Pay to navigate unclear standards and advocate for digital models.

▶ **Fragmented compliance tools:**

KYC, AML, and sanctions screening were handled by different vendors, driving up costs and creating integration gaps

▶ **No scalable base for digital payments and crypto:**

New offerings required unified infrastructure for onboarding, screening, and risk checks.

"Legacy providers created noise with high false positives and fragmented tools. With Shufti, we finally had a single platform that brought AML, sanctions, PEPs, and adverse media together, cutting manual reviews by nearly half and giving us the confidence to expand into new markets."

Fragmented Compliance in a Rapidly Digitizing Industry

Rather than piecing together a patchwork of minimum compliance tools, **QQ Pay** focused on building a scalable foundation that could support digital innovation across markets.

After a thorough evaluation of vendors, they selected Shufti in 2022, drawn to our comprehensive, integrated approach that covers:

✓ **Comprehensive Coverage Across 240+ Countries**

Shufti's ability to handle documents in over 150 languages, including non-Latin scripts, enabled QQ Pay to scale into multilingual, multicultural markets like Southeast Asia and Australasia without the need for region-specific vendors.

✓ **Unified KYC, AML, and Sanctions Screening Under One Roof**

By consolidating identity verification, document checks, and AML screening into a single platform, Shufti eliminated the integration gaps and vendor management overhead QQ Pay previously struggled with.

✓ **Fast, User-Friendly Verification**

Fast onboarding matters in fintech. Shufti delivered real-time decisioning, even for complex cases, allowing QQ Pay to onboard more users with fewer drop-offs and faster time-to-revenue.

✓ **Advanced Fraud Prevention**

Shufti's AI-driven fraud detection capabilities offered QQ Pay stronger protection against deepfakes, synthetic identities, and bad actors across high-risk corridors.

✓ **Highly Adaptable Compliance Logic**

As QQ Pay expanded across verticals, from remittance to e-money and digital assets, Shufti enabled dynamic rule-setting tailored to different regulatory regimes and risk appetites, supporting flexibility without compromising compliance.

✓ **Proprietary Technology and Enterprise-Grade Data Security**

Shufti's fully in-house technology, built without reliance on third-party vendors, and its on-premise KYC deployment options gave QQ Pay greater confidence in data sovereignty and control, a critical factor in markets with strict privacy regulations.

"With Shufti, we're not just meeting regulatory standards, we're exceeding them. Regulators immediately recognized the strength of our compliance posture."

Seamless Implementation & Adaptable Support

Shufti's onboarding and integration process was smooth and fully supported by our technical team. "Everything we needed, from API or SDK integration to platform alignment, was delivered quickly and efficiently." Shufti's flexibility allowed QQ Pay to tailor verification flows to its business needs and easily scale across new digital products.

Results: Faster Expansion, Better Compliance, and Partner Enablement

With Shufti, QQ Pay has been able to move faster, reduce operational friction, and expand with more confidence. Regulatory approval processes are more straightforward, identity and compliance checks now run through a single integrated system, and the platform is equipped to support partners across sectors. It's the kind of infrastructure that clears the path, instead of getting in the way.

Since partnering with Shufti in 2022, QQ Pay has achieved:

Faster Onboarding with Improved User Experience

Unifying KYC and AML flows resulted in streamlined verification and a better user experience, cutting onboarding delays and improving conversion across digital channels.

Regulator-Ready Expansion into New Markets

Seamless compliance alignment enabled quicker approvals in Australia and New Zealand, markets with stringent regulatory expectations.

Launch-Ready Infrastructure or New Offerings

Shufti's adaptability supported QQ Pay's entry into digital assets and SME enablement with risk-based controls that scale with the business.

Reduction in Vendor Management Overhead

By consolidating compliance functions under one provider, QQ Pay eliminated redundancies and reduced integration and maintenance complexity.

Partner-Enablement Through Shared Infrastructure

With Shufti's platform underpinning verification and screening, QQ Pay now supports third-party fintechs, ecommerce providers, and lenders with reliable, regulator-friendly onboarding tools.

That same infrastructure now supports the digital players QQ Pay brings onto its platform, from lenders to ecommerce providers.

"Our platform now powers other digital players. We couldn't do that without seamless, trustworthy identity and compliance checks, enabled by Shufti."

Looking Ahead: Crypto Readiness

As QQ Pay moves further into SME enablement and digital asset services, compliance needs are shifting from individual onboarding to more complex, business-level verification and crypto-specific risk management. The team is already mapping how Shufti can support that evolution with more nuanced controls around crypto onboarding and monitoring.

"Shufti is playing a key role in supporting whitelisting and risk checks for our digital asset customers, giving us the confidence to scale securely and compliantly."

CEO Perspective: A Partner for Growth and Risk Reduction

Growth at QQ Pay will bring new complexity through more markets, more partners, and more pressure to get compliance right the first time. Shufti now plays a core role in keeping that complexity manageable across all products, jurisdictions, and onboarding types.

"If you want to reduce compliance risk and scale faster, Shufti is the partner to choose. You're killing two birds with one stone, identity verification and AML, integrated, global, and future-proof."

"Shufti is one of the best partners we've worked with, providing a holistic solution that simplifies onboarding, strengthens compliance, and supports our strategic vision."



Ready to **Strengthen**
Trust and Scale with
Confidence?

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