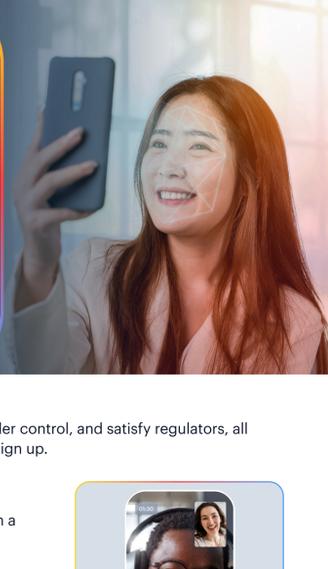


Video KYC

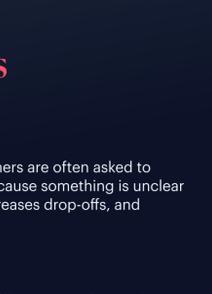
Faster, Fraud-Safe Onboarding



Pressure to grow digital onboarding, keep fraud under control, and satisfy regulators, all without making it harder for genuine customers to sign up.

Shufti's Video KYC lets you verify customers through a live video call with a KYC expert, supported by AI-driven checks in the background.

You can run this using Shufti's experienced KYC agents or your own internal experts, whichever model fits your business.



Traditional KYC Challenges

- Long onboarding times**
 Due to back-and-forth document submissions, customers are often asked to upload documents, wait for review, then re-upload because something is unclear or missing. Every resubmission slows onboarding, increases drop-offs, and creates frustration on both sides.
- Limited Confirmation**
 With pure document upload or automated flows, it's difficult to verify that the person is genuinely present, owns the documents, and isn't using a stolen, borrowed, or manipulated identity.
- High operational costs**
 Compliance and operations teams spend a lot of time manually checking documents, clarifying information, and correcting errors.
- Fragmented processes**
 Face verification, document verification, address checks, consent capture, and background screening are often handled in separate tools or steps, slows the process and creates inconsistencies.
- Regulatory Pressure**
 Rules keep tightening with more checks and record-keeping, while customers still expect fast, simple onboarding, and traditional KYC struggles to satisfy both at the same time.

Shufti's Video KYC directly addresses these pain points by combining live human interaction with automated, AI-driven verification in one streamlined flow.

How Shufti's Video KYC Benefits Your Business

- Faster Onboarding**
 - Moves from multi-step, multi-day checks to one live session.
 - Reduces delays caused by incomplete or unclear document uploads.
- Better Fraud and Risk Control**
 - Live presence check plus structured verification reduces impersonation and document fraud.
 - Optional background checks and MFA support your AML and risk policies.
- Lower Operating Cost**
 - Video KYC is designed to keep the cost per verification low by:
 - Live presence check plus structured verification reduces impersonation and document fraud.
 - Optional background checks and MFA support your AML and risk policies.
 - Suitable for both high-volume digital onboarding and targeted high-risk reviews.
- Stronger Customer Experience**
 - A clear, guided conversation is easier for customers than navigating complex instructions alone.
 - Customers feel supported, which helps improve completion rates and retention.
- Support for Compliance Requirements**
 - Helps meet KYC and ongoing CDD/EDD expectations for remote onboarding.
 - Provides an audit-ready trail with evidence of identity checks, consent, and session details.

Why Does Shufti's Video KYC Stand Out?

Live Agent-Guided Verification

- Real-time video interviews with experienced KYC experts
- Clear instructions to users to reduce failure rates and drop-offs
- Option to use Shufti's agent or your own in-house team

Multi-Service Coverage

Video KYC can carry out multiple checks in a single call:

- Face Verification
- Document Verification
- Address Verification
- Phone Multi-Factor Authentication
- Consent
- AML Screening

Document Extraction

With OCR
Automatic data extraction from documents and auto-filled forms, reducing errors and user effort.

- Client defines which fields must be extracted.
- Shufti automatically reads the document and populates data fields.
- Reduces manual typing and user errors.

Without OCR
Template matching of fields for jurisdictions or internal policies where automated extraction is limited or controlled.

- Client defines parameters to be verified.
- Shufti uses template matching to compare user-provided values with document data.
- Suitable where automated data extraction is restricted or where more controlled flows are desired.

Configurable Model

Shufti's Video KYC is configurable to your business and regulatory reality:

- Select which services, face, document, address, background, consent, phone MFA are required as per use case.
- Enable or disable OCR depending on jurisdiction or internal policy.
- Decide whether Shufti's agent, your own KYC team, or a hybrid approach handles the calls.

Fully Customisable Solution

Customise Video KYC flows as per your business, risk and regulatory requirements, powered by our in-house technology and team.

- Rebrand the experience with your own logo and visual identity so customers see it as your native journey.
- With our No-Code Journey Builder, build the entire customer journey, tailored verifications based on risk and jurisdictions.
- Set up verification queue views, so your team can easily see which users are waiting, in progress or completed.

Video KYC Journey

1 Session Initiation

The user starts Video KYC from an intuitive interface. The verification request defines what needs to be checked (e.g., ID document, address, consent, background checks).

2 KYC Expert Joins the Call

A KYC agent (either yours or Shufti's) joins the live session, explains the steps, and guides the user in real time, removing confusion and language barriers.

3 Data Capture & Consent

- The expert confirms live presence and secures explicit consent.
- The user presents their ID document, proof of address, or other evidence as required.
- Depending on configuration, Shufti either:
 - Uses OCR to extract data and auto-fill the form, or
 - Uses template matching to cross-check user-provided values against the document.

4 Automated & Expert Verification

Shufti's services verify:

- The user's face and liveness
- The authenticity and validity of documents
- Address details and other required attributes
- Background and watchlist checks, where configured

5 Decision & Evidence

A decision is returned with verification results and a full audit trail that supports regulatory reviews and internal compliance checks.

Shufti's Video KYC for High-Risk Sectors

Banks & Financial Services

Key Use Cases

- Enhanced due diligencing
- Remote account opening (EDD) for high-risk customers

The Challenge
Banks need to onboard customers fully online and still satisfy strict KYC/AML expectations. High-risk clients and large transactions require deeper checks without slowing growth or sending customers to branches.

Shufti's Video KYC solution

- Live video sessions where a KYC expert verifies face, ID document, address, and consent in one flow.
- High-risk customers are routed to enhanced Video KYC journeys with extra document checks and background screening.
- Every session produces an audit-ready record that supports regulatory reviews.

Fintechs & Payment Providers

Key Use Cases

- Wallet / card sign-up
- Account recovery after suspicious activity

The Challenge
Fintechs must keep onboarding fast and frictionless to stay competitive while blocking fraudsters. For risky users or compromised accounts, SMS/email checks alone are not strong enough.

Shufti's Video KYC solution

- Use automated checks for low-risk users and trigger Video KYC for flagged or high-risk profiles.
- During the call, a KYC expert confirms live presence, validates ID documents, and can use phone MFA to confirm number ownership.
- This creates strong step-up verification before account activation or recovery.

Lending & BNPL

Key Use Cases

- Loan and credit origination
- Re-KYC for repeat borrowers

The Challenge
Lenders must confirm the borrower's identity, documents, and intent before releasing funds and periodically refresh KYC, without branch visits or heavy manual work.

Shufti's Video KYC solution

- Run Video KYC as part of the loan application to review ID, income, and address documents live and capture consent.
- Use Video KYC sessions to re-verify repeat borrowers when risk or regulation demands.
- All verifications are logged with clear evidence to support portfolio risk and compliance teams.

Insurance

Key Use Cases

- Policy onboarding
- Claims payout verification

The Challenge
Insurers need to stop fake policies and fraudulent claims while shifting sales and servicing to remote channels.

Shufti's Video KYC solution

- Use Video KYC during policy purchase to verify the policyholder's identity and supporting documents, and to record consent to terms.
- Before paying out claims, run a quick Video KYC session to confirm the claimant's identity and validate claim documents.
- Reduces fraud losses while keeping processes digital.

Marketplaces & Gig Platforms

Key Use Cases

- Driver / courier / seller onboarding

The Challenge
Platforms must ensure that people representing them offline are genuine and trustworthy, but running physical interviews at scale is not realistic.

Shufti's Video KYC solution

- Video KYC sessions verify identity, key documents (e.g., ID, driver's licence), and address in one interaction.
- Suspicious users can be flagged immediately, protecting end customers and brand reputation.

Why Choose Shufti?

Real-Time User Guidance
Agents provide live instructions, which cuts down on failed checks and repeated submissions.

Single-Session Verification
Video KYC lets a KYC expert verify face, ID, address, consent, and other data points in one live call, avoiding multi-day email/document loops.

Flexible Staffing Model
Rely on Shufti's KYC experts with global experience or plug in your own KYC staff into the process, depending on internal capacity.

Flexible Data Capture
Shufti's Video KYC supports both OCR-based auto-extraction and template matching, so data can be captured quickly with minimal manual entry.

Stronger Assurance
Live presence confirmation plus document checks give a higher level of confidence to approve accounts quickly without extra manual reviews.

Low Handling Effort
Experts resolve issues live on the call and data is structured for review, the compliance team spends less time chasing unclear information.

Cost-Efficient Agent Model
Shufti's pay-per-verification agent model reduces reliance on large in-house teams.

Ready to Secure Your Platform?

Stop letting fraud and regulatory risks dictate your growth.

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[Book a Demo](#)

