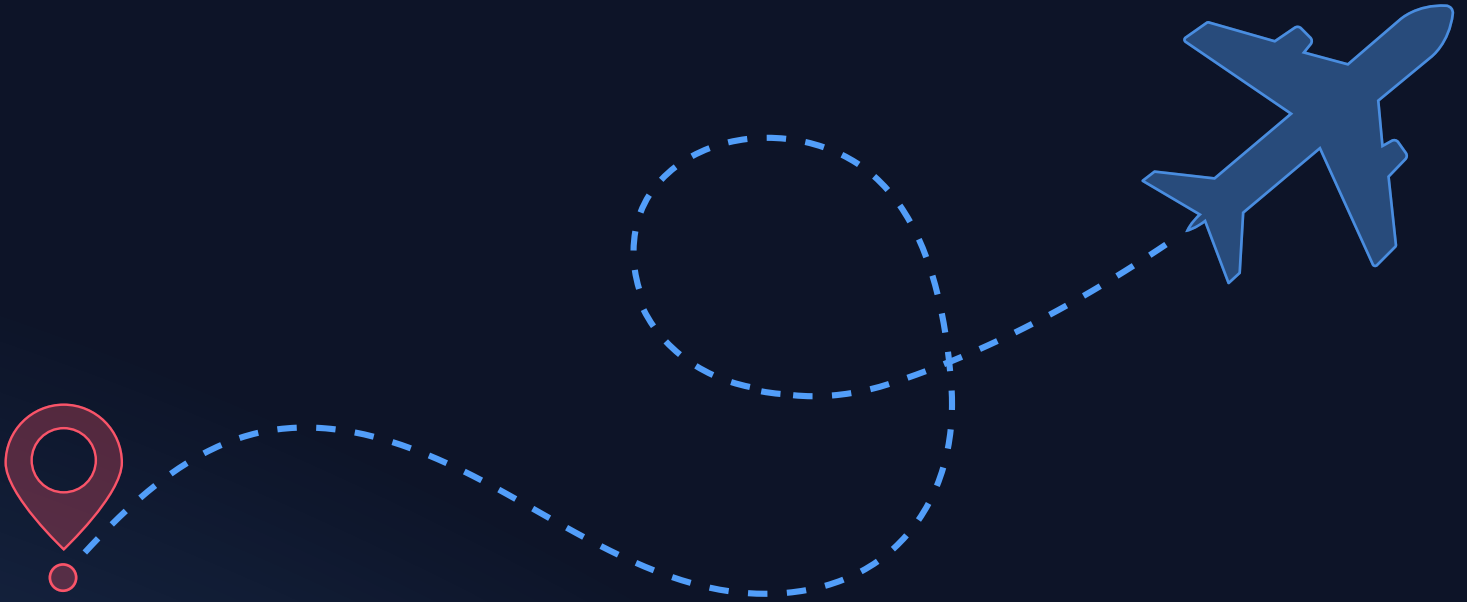


Case Study



# Building Trust And Safer Travel Experiences Through Scalable Identity Verification



PCI DSS



SOC2



QG GDPR



ISO 27001:  
2022



CE+



iBeta Level 3



CCPA

## Client Overview

# The World's Largest LGBTQ + Travel Marketplace

**Misterb&b** is a travel and accommodation platform built specifically for the LGBTQ+ community, connecting travellers and hosts around the world through a secure and inclusive marketplace. Operating across multiple countries and regulatory environments, the platform's mission extends beyond facilitating bookings. The fundamental to every transaction are:

Trust

Safety

Community Protection

## Global

### MULTI-COUNTRY OPERATIONS

Short-term rental & travel across diverse regulatory environments

## LGBTQ+

### COMMUNITY-FIRST PLATFORM

Trust and safety are core to user experience, not afterthoughts

## High Vol.

### SCALING TRANSACTION LOAD

Growing verification volumes driven by international expansion

## Automated

### COMPLIANCE REPORTING

Regulatory obligations met without proportional headcount growth

## The Challenge

# Security, Scale, And Compliance

For a platform built around trust between individuals, maintaining a secure environment is essential. As **Misterb&b** scaled across markets, the company faced the challenge of balancing user experience with increasingly complex compliance requirements and fraud risks. Identity verification processes needed to remain secure without creating unnecessary friction that could negatively affect onboarding or booking conversions.

Prior to adopting **Shufti**, **Misterb&b** relied on another identity verification provider. However, the existing setup lacked the flexibility required to support country-specific verification rules and evolving operational needs. The inability to customise verification requirements at a regional level created a difficult trade-off: applying overly strict verification requirements globally or risking inconsistencies across markets.



### Growing Verification Volumes

Platform expansion and increased transaction activity drove verification demand beyond what the existing setup could handle at scale.



### Varying Regulatory Requirements

Different compliance obligations across countries and short-term rental markets could not be served by a single verification ruleset.



### Evolving Fraud Patterns

Evolving online fraud and transaction risks required verification logic that could adapt quickly rather than rely on static rules.



### Manual Review Limitations

Operational constraints around manual review processes created bottlenecks as booking volumes increased, affecting speed and accuracy.

## The Solution

# Flexible Verification Workflows, Configured Per Market

To address these challenges, **Misterb&b** implemented **Shufti** as a central component of its trust, safety, and compliance infrastructure. The solution enabled the platform to build flexible verification workflows tailored to different operational scenarios. Rather than forcing a single verification process across all markets, the platform could customise verification logic based on local regulations, operational needs, and changing fraud patterns. This adaptability allowed the company to maintain strong security standards while preserving a smooth experience for legitimate users.

### Automated Identity Verification

Automated identity verification workflows integrated into booking processes, removing manual touchpoints from standard verification cases.

### Configurable Country Rules

Configurable verification rules based on country-specific requirements, allowing each market to receive the appropriate assurance level.

### Compliance Reporting Automation

Automated compliance reporting capabilities supporting regulatory obligations across multiple short-term rental markets.

### Adaptive Fraud Prevention

Flexible fraud prevention workflows that adapt to evolving threat patterns without requiring re-integration or engineering changes.

A key differentiator for **Misterb&b** was **Shufti's flexibility**. Rather than forcing a single verification process across all markets, the platform could customise verification logic based on local regulations, operational needs, and changing fraud patterns.

## Implementation

# Built Together, Aligned From Day One

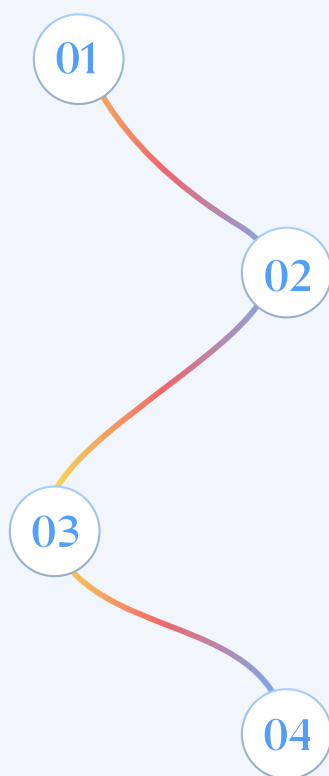
The onboarding and integration process focused heavily on collaboration between operational, compliance, and technical teams. During implementation, **Misterb&b** shared internal workflows, market requirements, and regulatory obligations across the countries where it operates. This allowed both teams to design verification workflows that aligned with operational requirements from the beginning. Throughout the integration, **Shufti** provided continuous support and guidance, helping refine workflows and optimise verification processes as operational requirements evolved. The result was a smoother implementation process that aligned closely with both business objectives and compliance needs.

## Mapping Identity Verification Requirements

Identity verification requirements mapped across multiple markets, capturing country-specific regulatory obligations and fraud risk profiles from the outset.

## Configuring Compliance and Reporting Processes

Compliance and reporting processes configured to meet the obligations of each operating jurisdiction, automated from the start.



## Integrating Verification into Booking Journeys

Verification workflows integrated directly into booking journeys with minimal user friction, maintaining the platform's experience standards throughout.

## Designing Automated Workflows

Automated workflows designed to reduce manual intervention, with continuous Shufti support to refine processes as requirements evolved.

## Results And Business Impact

# Measurable Impact Across Security, Operations And Growth

Since implementing **Shufti's verification infrastructure**, **Misterb&b** has strengthened both platform security and operational efficiency while continuing to scale internationally. One of the most significant improvements has been the ability to automate processes that previously relied on manual review, creating a more scalable operational model while improving the experience for users.



## Below Average

### CHARGEBACK RATIO

Reduced chargeback ratios to levels below industry averages, demonstrating the effectiveness of automated identity verification in reducing payment fraud.



## Increased

### WORKFLOW AUTOMATION

Increased automation across booking and verification workflows, creating a scalable operational model that grows without proportional headcount.



## Improved

### PAYMENT APPROVAL RATES

Improved approval rates for booking payments, reflecting better-calibrated fraud controls that reduce false declines while maintaining strong risk standards.



## Greater

### OPERATIONAL EFFICIENCY

Greater operational efficiency through reduced manual reviews, freeing teams to focus on growth, customer experience, and community building.



## Periods with Zero Fraud Claims

The company has reported periods with zero fraud claims, including both user-reported fraud incidents and bank chargebacks, reflecting the effectiveness of combining automated identity verification with broader fraud prevention initiatives.

# Verification Performance At Scale

Since 2019, **Misterb&b** has processed hundreds of thousands of identity verification requests through **Shufti's Secure Capture verification mode**, supporting secure growth across its global marketplace while delivering a seamless verification experience for users.

Key performance indicators show how **Shufti** has helped **Misterb&b** raise verification quality, reduce friction, and shorten time-to-trust, while volumes have grown substantially across the partnership.

**84.5%**

**OVERALL APPROVAL RATE**

Across the full verification volume lifetime.

**86%**

**FIRST-TIME PASS RATE**

Reducing friction for legitimate travelers and hosts.

**16.8 s**

**AVG VERIFICATION TIME**

From start to decision minimal onboarding drag.

**50%**

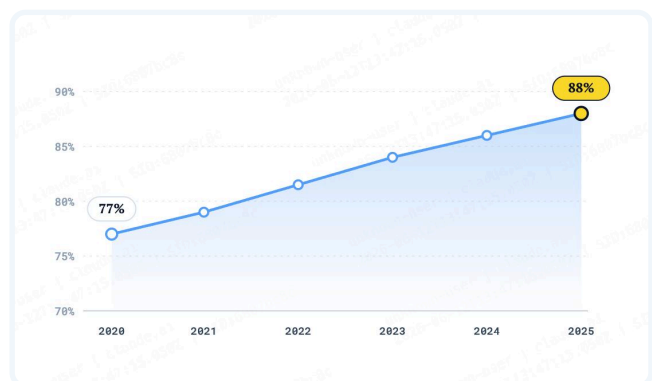
**REDUCTION IN CHARGEBACK RATIO**

Since partnering with Shufti, strengthening fraud prevention and reducing risk.

Pass rates climbed from **77% to 88%**, a steady lift across five years

**+14.3%** improvement in verification pass rate

As volumes grew, verification quality grew with them — evidence of a verification flow that scales without sacrificing throughput.



Verification volumes have increased substantially throughout the partnership, demonstrating the scalability of **Shufti's** solution and its ability to support growing demand while maintaining strong user outcomes and a streamlined onboarding experience.

These results have helped **Misterb&b** strengthen trust across its marketplace and improve operational efficiency while maintaining a seamless onboarding experience for both travelers and hosts.

Supporting Growth And Compliance

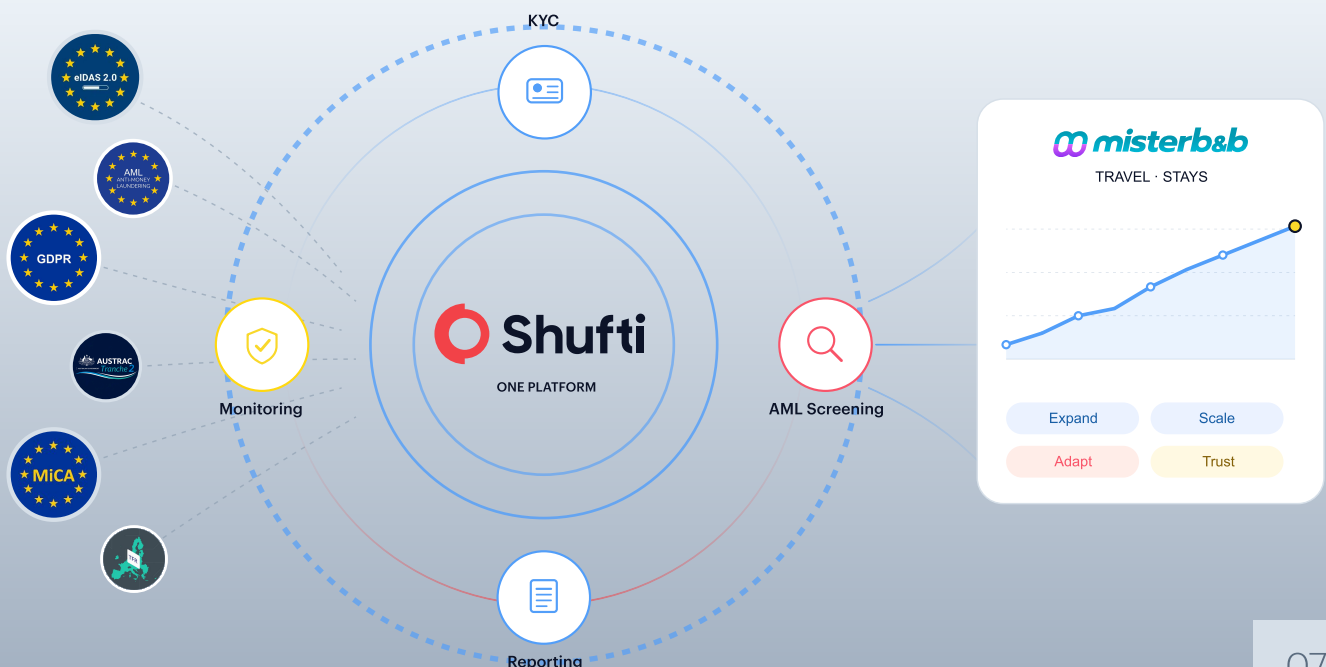
# Regulatory Readiness Without Operational Overhead

As short-term rental regulations continue evolving globally, compliance has become increasingly complex for travel platforms operating across multiple jurisdictions.

Shufti has helped **Misterb&b** address these challenges by automating key compliance processes, including identity verification workflows and reporting requirements needed in certain markets.

- ▶ Expand operations while maintaining regulatory readiness
- ▶ Support secure scaling without proportionally increasing operational overhead
- ▶ Adapt quickly to changing legal and compliance requirements
- ▶ Maintain consistent trust and safety standards across markets

By reducing operational complexity around compliance, the platform can focus more resources on growth, customer experience, and community building.



**Strategic Value**

# Identity Verification As A Core Platform Asset

From a leadership perspective, the partnership supports a broader strategy centred around secure automation and scalable growth.

Identity verification is not simply treated as a compliance requirement; it functions as a core component of platform trust and marketplace integrity.

## The Partnership Enables Misterb&b To



### Scale Booking Operations Securely

Grow transaction volumes without a proportional increase in fraud exposure or compliance risk.



### Maintain Trust Between Hosts and Travellers

A verified community is a safer community. Trust is the product in a marketplace like Misterb&b.



### Reduce Operational Burden Through Automation

Automated workflows replace manual review, freeing operational capacity for higher-value activities.



### Improve Conversion with Strong Risk Controls

Better-calibrated fraud logic reduces false declines while maintaining strong security standards.

This balance between security and user experience is particularly important for community-driven marketplaces where trust directly impacts engagement and retention.

## Customer Experience

# Collaborative, Responsive, And Highly Adaptable

**Misterb&b** describes its partnership with **Shufti** as collaborative, responsive, and highly adaptable.

Dedicated account management, ongoing technical support, and proactive communication have been particularly valuable throughout implementation and ongoing optimisation.

### Areas highlighted positively include:

▶ Fast response times from support and technical teams

▶ Close collaboration during onboarding and integration

▶ Flexibility when adapting workflows to changing requirements

▶ Continuous support for optimization and new use cases

This collaborative approach has helped the company continuously refine verification processes as business requirements evolve.

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"Shufti has been a trusted and flexible partner that has helped us strengthen security, automate critical processes, support compliance objectives, and provide a safer experience for our LGBTQ+ travel community while supporting business growth."

 **Miluska Ore**, *Manager of the Trust & Safety Department @ misterb&b*

## Future Outlook

# Deeper Automation And Emerging Threat Defence

As regulations continue evolving across the travel and short-term rental industry, **Misterb&b** expects identity verification and compliance requirements to become increasingly complex. Looking ahead, the company plans to continue expanding automation across booking and compliance workflows while further strengthening fraud prevention capabilities.

### Future priorities include:

- ▶ Continued reduction of fraud and chargeback rates
- ▶ Greater automation across secure booking processes
- ▶ Adaptation to new compliance requirements across markets
- ▶ Maintain consistent trust and safety standards across markets

As travel marketplaces continue **evolving, maintaining trust, security, and seamless user experiences** will remain central to the company's long-term strategy.

## Ready to streamline identity verification?

See how Shufti helps businesses verify users faster, reduce fraud, and meet compliance requirements with confidence.

[Book a Demo](#)

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[WWW.SHUFTI.COM](http://WWW.SHUFTI.COM)