Video KYC For Regulated Businesses: Higher Assurance Without Compromising Scale

Demand for higher assurance in high-risk onboarding

Regulators are raising expectations for digital identity verification as fraud techniques evolve. Despite advances in liveness detection, automated checks remain vulnerable to deepfake and injection-based presentation attacks. As a result, Video KYC has become essential for higher-assurance verification, requiring trained agents rather than unattended workflows.

In Germany, for example, the financial regulator BaFin, in their BaFin Circular 03/2017 (GW) states: 'Video identification may only be carried out by appropriately trained employees of the obliged entity or of a third party to which the obliged entity outsourced the customer identification requirement pursuant to section 7 (2) of the GwG or which the obliged entity engaged pursuant to section 7 (1) of the GwG.'

Flexible implementation options to match your compliance needs

Shufti delivers compliance-grade Video KYC through attended verification, combining human oversight with intelligent automation. Here's what businesses get

Capabilities and features

- ▸ **Flexible operational model** – Choose from dedicated or shared KYC experts, international teams, or in-house staff.

- ▸ **Global coverage** – Supports compliant onboarding across multiple regions and in multiple languages, including German, Spanish, Hindi, and French.

- ▸ **Document verification** – Verifies the authenticity of identity documents in real time.

- ▸ **Multilingual live agent support** – Trained KYC experts conduct live video

- ▸ **Facial verification** – Matches the user's face with their identity document.

- ▸ **Liveness detection** – Confirms the user is physically present and actively participating.

- ▸ **AI chat and OCR scanning** – Improves efficiency through AI-assisted data capture.

How shufti's video KYC works

Sign up

A trained KYC agent joins the customer in a real-time video session, ensuring the process starts in a controlled, attended environment. Agents guide users, apply compliance rules, and resolve issues to minimize drop-offs.
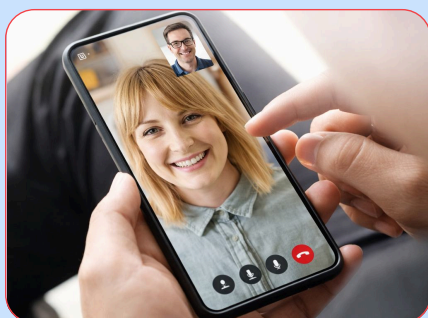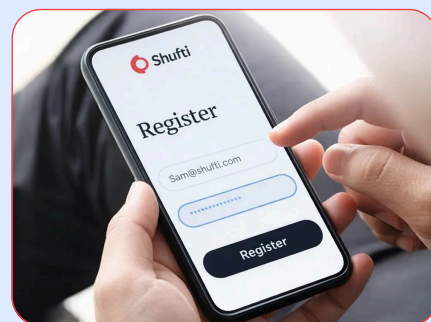
Real-time liveness check

The agent confirms that the customer is physically present and not using a photo, video, or deepfake. This ensures the person on camera is real before moving forward.

Identity document verification

The agent examines the customer's ID for authenticity, checks for tampering, and verifies that the document details match the user's provided information.
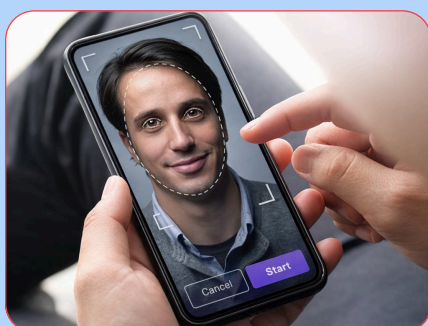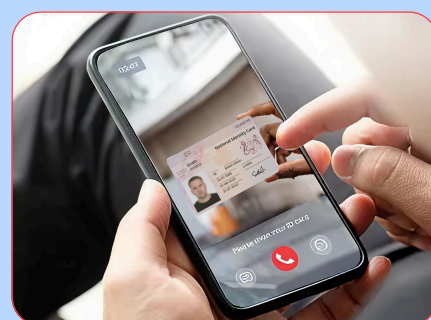
Face matching

Agents oversee real-time facial matching, accounting for appearance changes and lighting, to improve accuracy and reduce false rejections.

When video KYC is used

Video KYC can be applied both at initial onboarding and later in the customer lifecycle when higher assurance is required.

Initial onboarding

▸ Onboarding customers in regulated or high-risk industries (e.g., financial services, crypto)

▸ When local regulations require attended or video-based identification

▸ Customers flagged as high risk during initial screening

▸ When automated KYC fails or produces inconclusive results

▸ Cross-border onboarding where document authenticity requires human validation

Lifecycle / step-Up verification

▸ High-value or unusual transactions that exceed risk thresholds

▸ Suspicious activity alerts triggered by transaction monitoring

▸ Changes to identity details (name, address, nationality, or documents)

▸ Periodic re-verification under ongoing or enhanced due diligence

▸ Account access expansion, such as higher limits or new regulated products

Enterprise-grade video KYC at exceptional value

Shufti offers a cost-efficient Video KYC solution without compromising compliance, accuracy, or speed. For a limited time, businesses can access enterprise-grade Video KYC for *as low as $5 per verification*, making high-assurance identity verification accessible for organisations of all sizes.

Request a personalised demo now to see how Shufti combines compliance, security, and cost-effectiveness in every verification.

Shufti's security, privacy, and operational controls are independently validated through globally recognised certifications and compliance standards.

INDEPENDENTLY AUDITED. GLOBALLY CERTIFIED

Certifications

Flexible implementation options to match your compliance needs

On-premise deployment

Run Shufti's identity verification technology on your own server to retain full control over data, security, and compliance in highly regulated environments.

Key benefits

▸ Full data ownership and control within your internal systems

▸ Supports strict data residency and governance requirements

▸ Enables deployment while keeping sensitive data in-house

Hosted verification

Launch Video KYC quickly through Shufti's secure, cloud-hosted verification interface, with no development effort and minimal operational overhead.

Key benefits

▸ No-code setup for rapid deployment

▸ Secure, scalable infrastructure managed by Shufti

▸ Customisable, branded verification experience

▸ Easy integration via secure link or embedded iframe

SEE SHUFTI VIDEO KYC IN ACTION

Explore how Shufti's Video KYC can help your business onboard high-risk customers securely, reduce fraud, and stay fully compliant with global regulatory standards, including AML guidelines.

REQUEST A DEMO NOW!