KYC360

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How we helped a Gaming company Comply and Outperform



/ Streamlining Customer Onboarding with KYC360's Platform

Our client, a prominent player in the online gaming industry, is faced with the challenge of complying with new regulations that necessitate rigorous customer screening and enhanced due diligence (EDD) processes.

The operator caters to a vast and diverse player base, onboarding over 50,000 new players monthly, spanning multiple jurisdictions and under the oversight of various regulatory bodies.

On triggering EDD processes the client saw a significant drop of rates where it was assumed the players were moving to alternative brands to circumvent the EDD requirements.

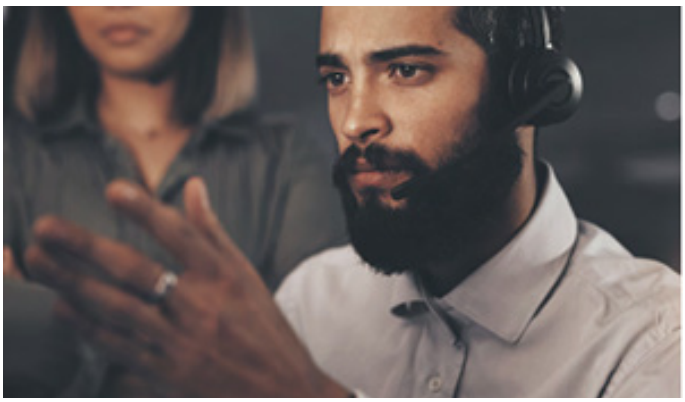
They sought a comprehensive solution that could accommodate a risk-based approach to customer screening, reduce false positives, and enable the customisation of onboarding journeys to align with specific jurisdictional requirements.

Moreover, they have the additional task of remediating existing player profiles predating the regulation changes to ensure compliance.

/ The Challenge

The client's existing onboarding system faced several critical challenges:

- **New Regulatory Requirements:** The introduction of new regulations mandated the screening of players on a name-only basis at registration and EDD checks once a player reached a £2,000 deposit limit.
- **Scale and Efficiency:** The existing system is not scalable enough to handle the high volume of new players being onboarded each month, resulting in some players not undergoing any screening at all.
- **Risk-Based Approach:** To reduce false positives, the client needed a risk-based approach to screening that allowed them to tailor the onboarding process to the unique requirements of each jurisdiction.
- **Frictionless Onboarding:** It is essential for the operator to provide a frictionless onboarding experience, allowing players to deposit without barriers while ensuring real-time screening and EDD upon reaching the threshold.
- **Back Book Remediation:** The client also faced the challenge of remediating existing player profiles to bring them into compliance with the new regulations.



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/ The Solution: KYC360's Platform

The client decided to address these challenges by implementing KYC360's CLM platform, renowned for its speed, scalability, and flexibility. The platform offers a range of features designed to meet the client's specific needs:

- **Customised Onboarding Journeys:** KYC360's solution allowed the client to create multiple onboarding journeys tailored to the legal jurisdiction of the players. This customisation ensures compliance with the specific screening requirements of each region, reducing friction for players.
- **Real-Time Screening:** KYC360's platform offers the capability to screen millions of players overnight, ensuring timely compliance checks. Additionally, low-latency, one-off screenings are available for seamless onboarding procedures.
- **Reduced False Positives:** Leveraging KYC360's extensive experience serving over 1,000 regulated financial services clients, the client benefits from significantly fewer false positives, enhancing the efficiency of their screening process.
- **Back Book Remediation:** The platform enables the client to remediate the existing player profiles efficiently, ensuring that all players are brought into compliance with the new regulations.
- **Centralised Management and Control:** KYC360 provided centralised management information and control, streamlining the onboarding and screening workflow.

/ Outcome and Benefits

By adopting KYC360's CLM platform, the client realises a host of benefits:

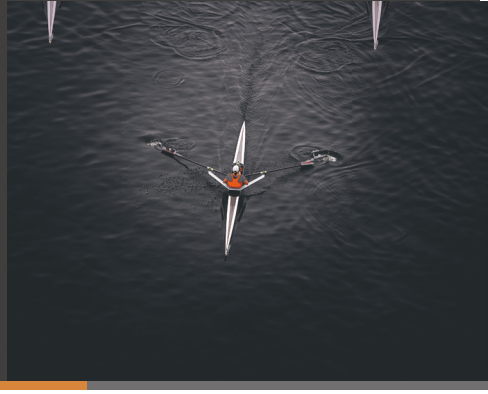
- **Enhanced Compliance:** The risk-based approach, combined with customised onboarding journeys, allows the client to meet the regulatory requirements in each jurisdiction without unnecessary hurdles for the players.
- **Frictionless Onboarding:** Real-time screening ensures a smooth onboarding experience, allowing players to deposit with minimal disruption while ensuring compliance with EDD requirements.
- **Efficient Back Book Remediation:** The platform facilitates the remediation of existing player profiles, ensuring that all players in the system undergo the necessary screening.
- **Reduced False Positives:** Leveraging KYC360's expertise results in a significant reduction in false positives, enabling the client's compliance team to focus on relevant cases.
- **Centralised Management:** Centralised management information and control provides oversight and improved operational efficiency.

In conclusion, KYC360's CLM platform provides our client with a tailored, efficient, and highly accurate solution to streamline their customer onboarding process while ensuring regulatory compliance.

This solution allows the operator to serve their global player base effectively, reflecting their commitment to a seamless and responsible gaming experience.

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Streamline Compliance, Elevate Customer Experience

The KYC360 platform is an end-to-end solution offering slicker business processes with a streamlined, automated approach to Know Your Customer (KYC) compliance. This enables our customers to outperform commercially through operational efficiency gains whilst delivering improved customer experience and KYC data quality.

Consolidate your system stack and data vendor relationships with one platform to cover all Onboarding, Screening, Perpetual KYC (pKYC) and CLM tasks, with market-leading data sources pre-integrated under a single license agreement. Live risk scoring and automated data collection enables a shift from periodic to event-driven review, while providing a single actionable picture of real-time risk with all documents and data in one place.

Architected for rapid deployment and ROI, the KYC360 no-code SaaS platform is flexible, fully configurable and modular so that you option and pay only for the functionality you need. Whether automating identity verification and background checks or monitoring risk in real-time, KYC360 adapts to your compliance needs, scaling as your business grows.

/ Key benefits:

- Flexible
- Configurable
- No-code
- Integrated with the world's leading data suppliers allowing you to choose those that are right for your business
- Comprehensive API enabling fully headless integration of all platform features where required
- Pre-built integrations with core business systems
- Full EU data residency
- Azure and AWS hosting



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/ Full cycle Onboarding, Screening and CLM at the speed of business