



The Ultimate Guide to

# 90% + Conversions With Video KYC





# What do we mean by Conversions?

Conversions are the leads that have successfully completed their onboarding process through video KYC and turned into your customers.

At the start of 2020, the RBI had paved the way for Video KYC by laying down the norms and regulations required to use this method. With the sudden nationwide lockdown in March 2020, the desperate need for remote customer service hastened the adoption of this new method.

Since then, it has been an interesting learning curve for banks as well as KYC solution providers with respect to challenges in taking Indian customers on to digital platforms.

With the announcement of the latest KYC norms by the RBI in

May 2021, a host of new use cases have opened up for digitisation. Banks and financial institutions are now preparing themselves for the next frontier for their digital initiatives.

Given the context, it becomes imperative for them to understand what capabilities are needed to overcome the challenges faced in a successful deployment of a Video KYC solution.

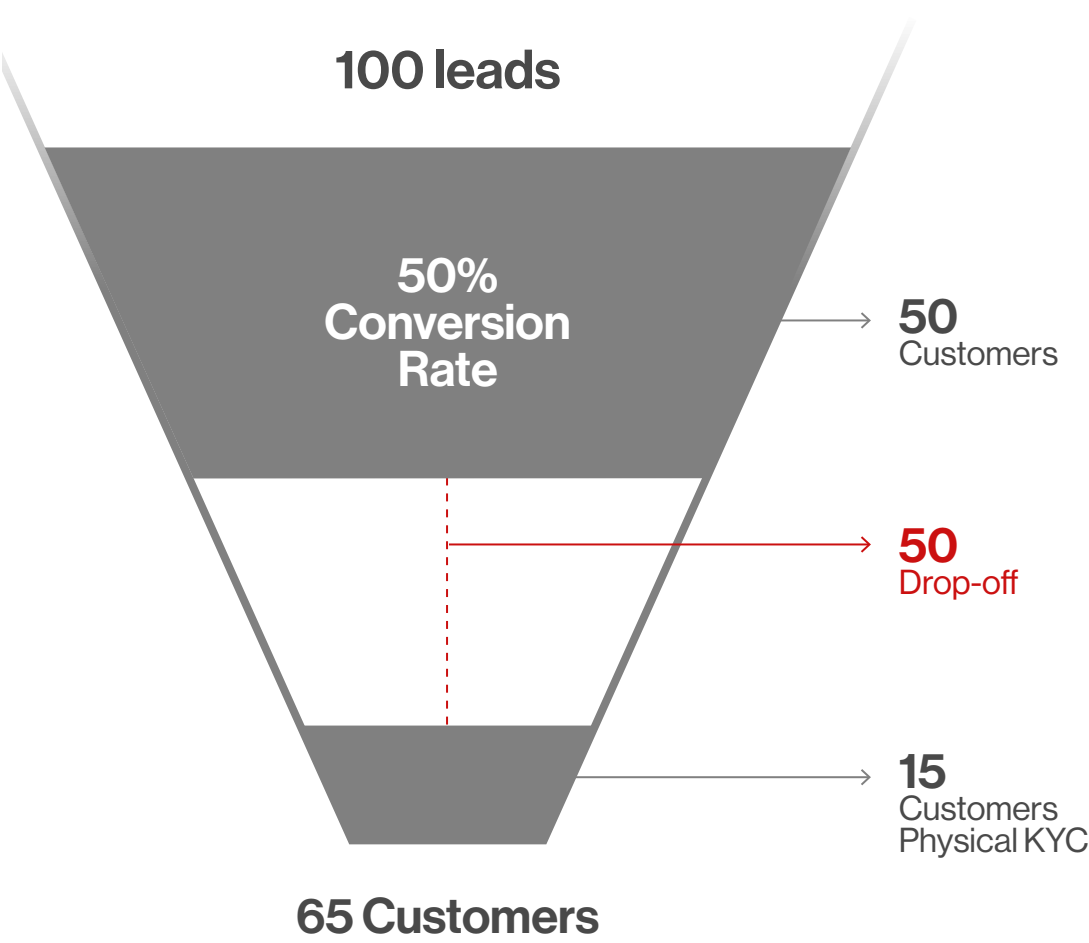
**This eBook doesn't serve as an 'all you need to know to improve conversions', but what more you can do to get those extra 30% conversions.**

# Why Conversions Matter

Off the top, it's simple. The higher your conversions, the lesser you spend on lead generation and operations. Which, in effect, means lesser customer acquisition cost. Let's dig a little deeper to crystallise this. Say your marketing team generates 100 leads that come into your funnel.

## Scenario 1

### Mediocre Video KYC solution with 50% conversion rate

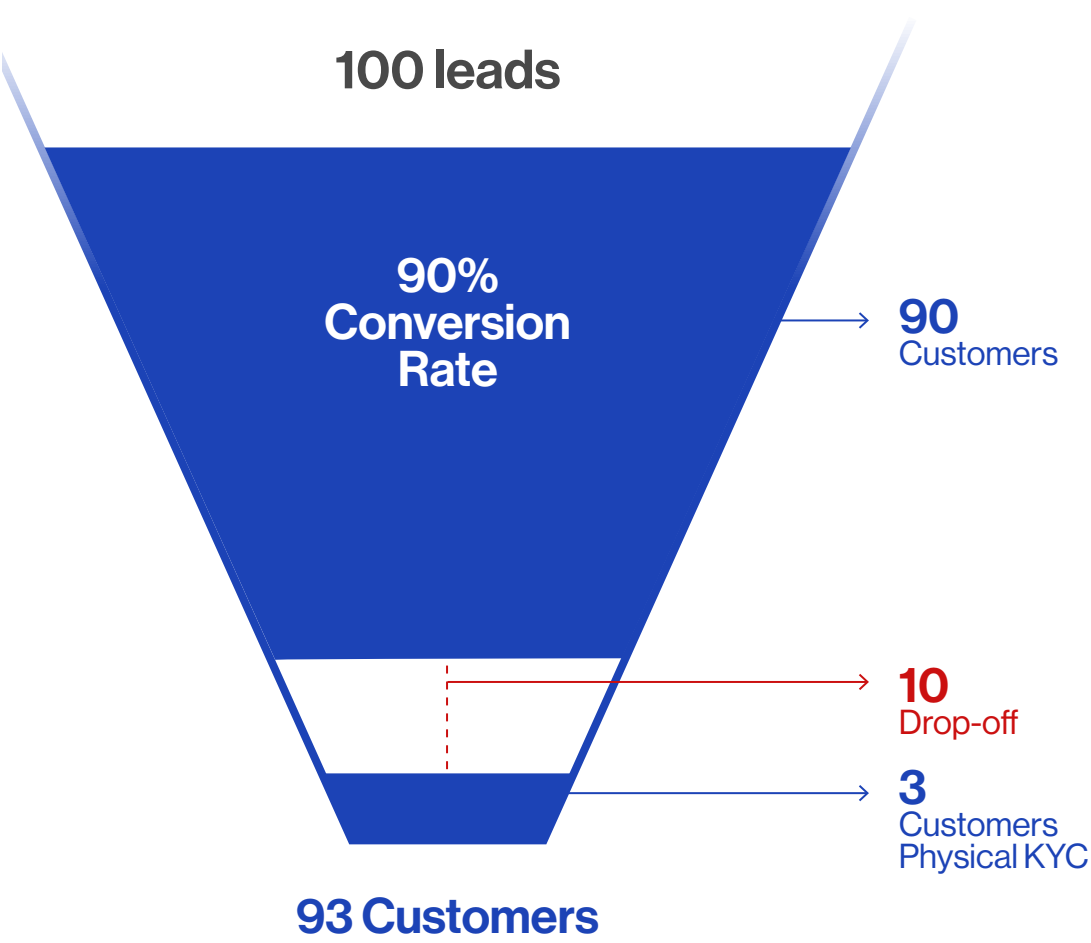


You will onboard 50 customers through Video KYC.

Of the 50 who dropped-off, you will likely get 15 of them through your Business Correspondents or Branch at approximately 10 times the cost of Video KYC. In effect, for every 100 leads that come into your funnel you would end up converting 65 as customers.

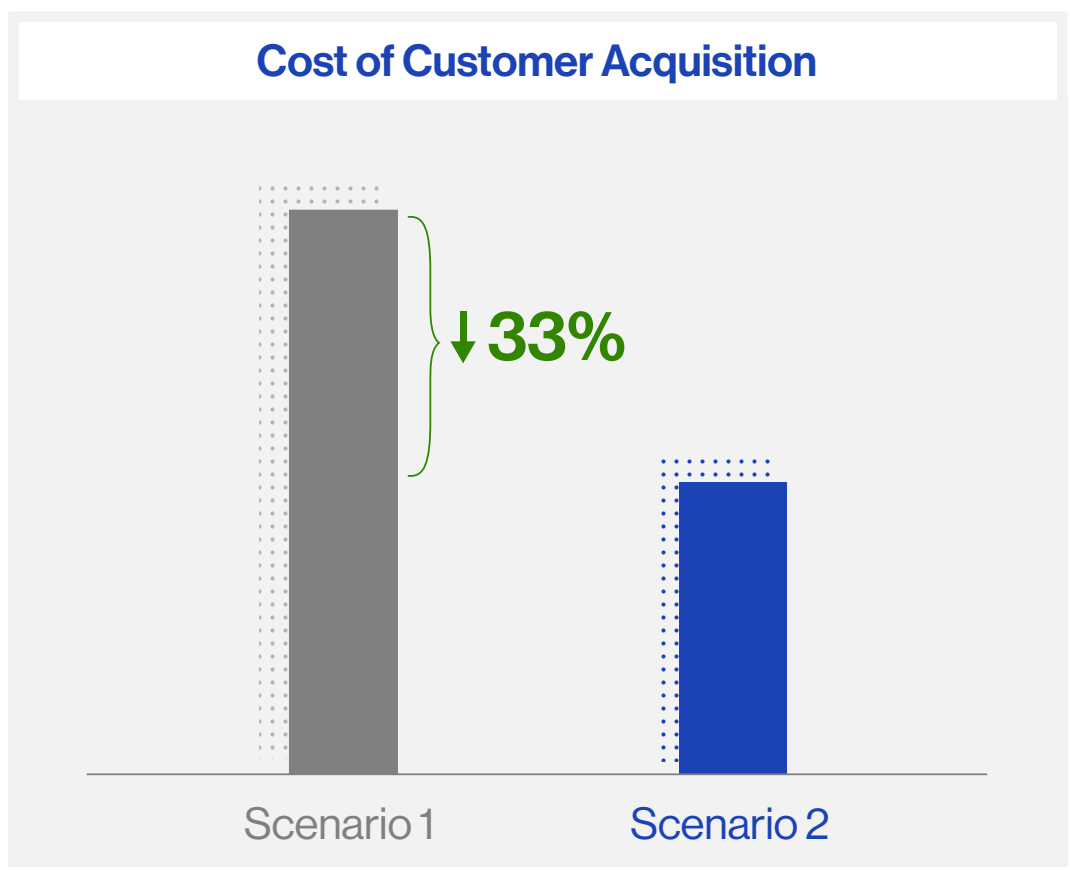
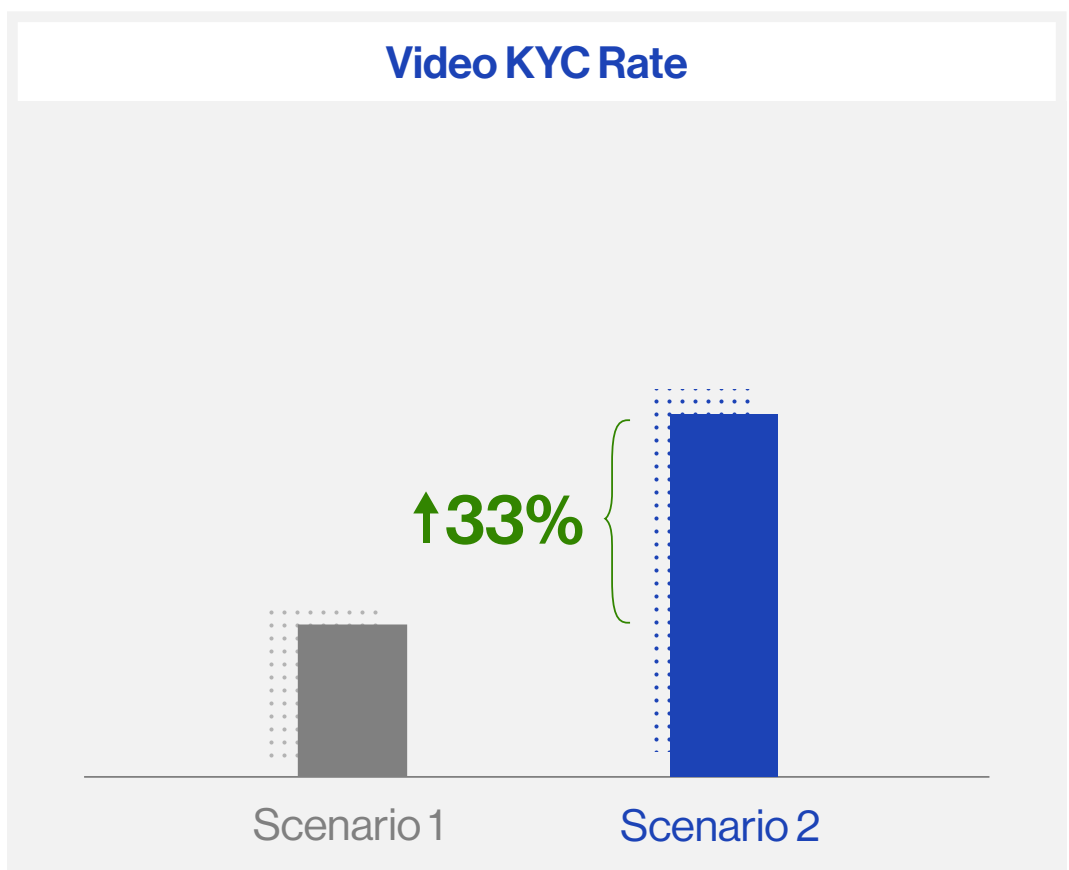
## Scenario 2

### High quality Video KYC solution with 90% conversion rate



You will convert 90 leads into customers through Video KYC.

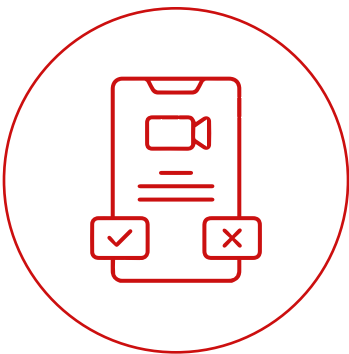
Of the 10 who dropped-off, you will convert 3 more through physical channels. Thus converting 93 customers out of 100 leads. Scenario 2 delivers a 33% lower customer acquisition cost even at a 33% higher Video KYC rate.



If you're a bank converting 2 million leads over the year, you could end up spending Rs 20 Crores more in Scenario 1.

# Improving Conversions

## Components Your Video KYC Solution Must Have



### Before the Video KYC Call

A quick network health check	01
Advanced call routing	02



### During the Video KYC Call

Bandwidth management	03
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Call management system	06
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### After the Video KYC Call

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### The Key to Video KYC Success

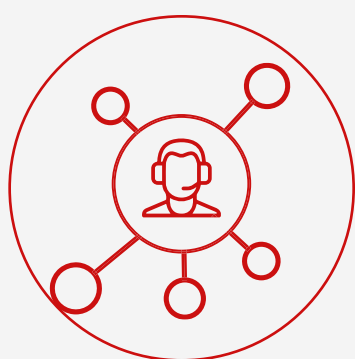
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# A Quick Network-Health Check

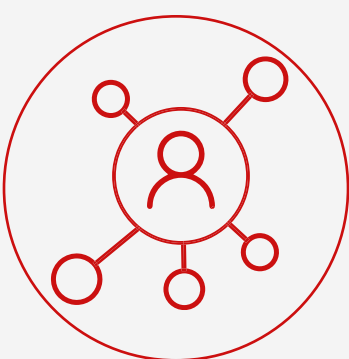
Something as simple as conducting a quick network check before a video call begins can ensure bad apples are kept from entering your basket. Here's what we mean.



## At The Agent's End

Your Video KYC platform should perform a quick network check every time an agent signs-in. An audio-video check ensures everything is working well before agents accept their first call.

**This simple check also ensures no calls are routed to them unless all network parameters signal a green flag.**



## At The Customer's End

A similar check can be performed at the customer's end as well. This ensures only those customers with stable network conditions are permitted to get on the video call. Others can be requested to switch to a better network or move to a different location and try again.

These checks prevent calls from being initiated where the likelihood of drop-offs is already high





# Advanced Call Routing



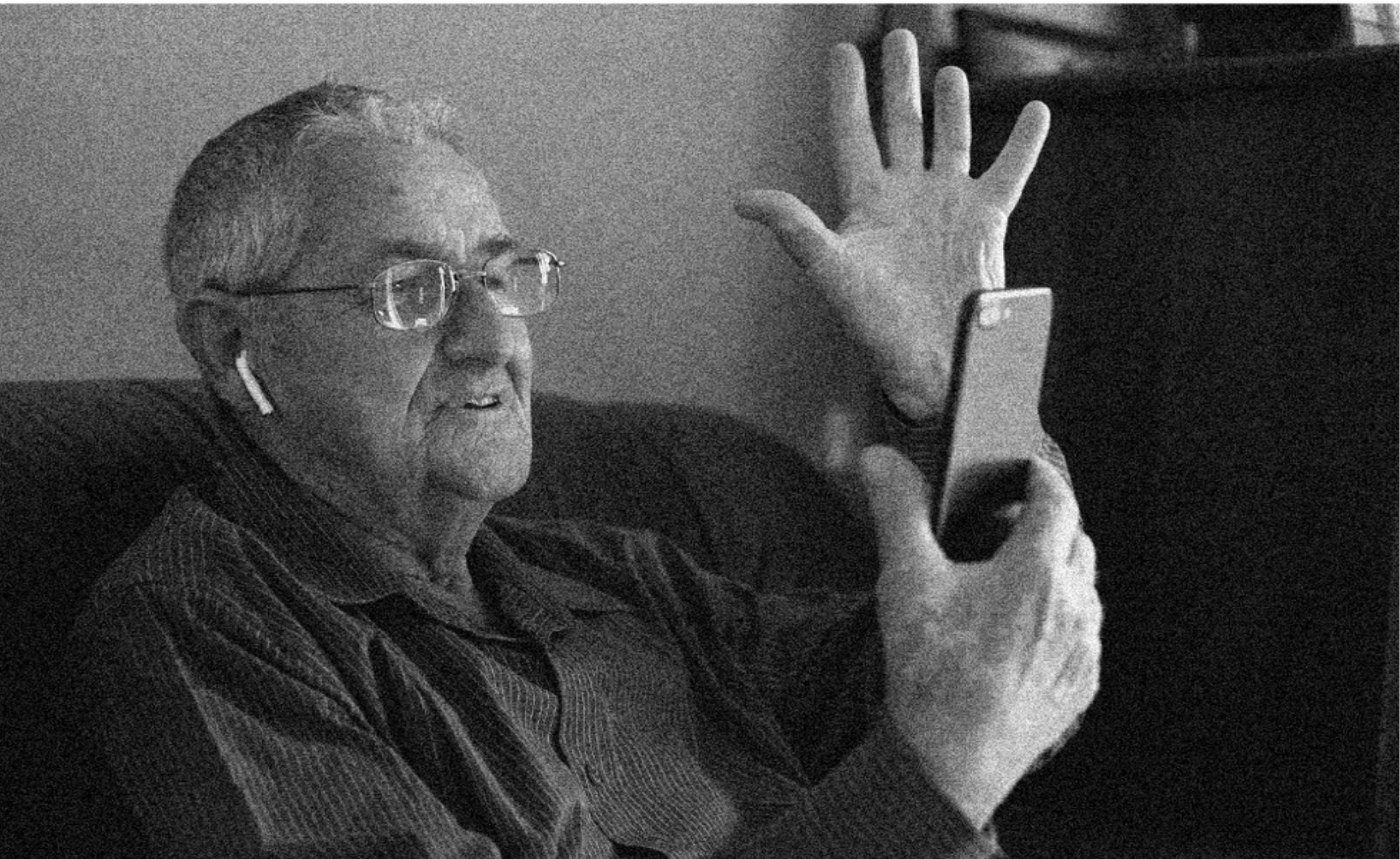
## Based On Language And Cultural Factors

India is several countries rolled into one: different languages, different dialects, different ways of living. These differences are further accentuated as we go into interior parts of the country.

Customers in these parts will have stronger preferences for their local languages and cultural familiarity. That's why you need to be able to divert Video KYC calls to agents and teams based on language and related factors. Customers should be directed to agents and teams that speak their language and can converse with them without problems.

Cultural and linguistic familiarity greatly enhance the customer experience as well as lead to much higher rates of conversion.

IDfy's Video KYC platform offers advanced queuing options that can be used to define queues based on multiple input parameters

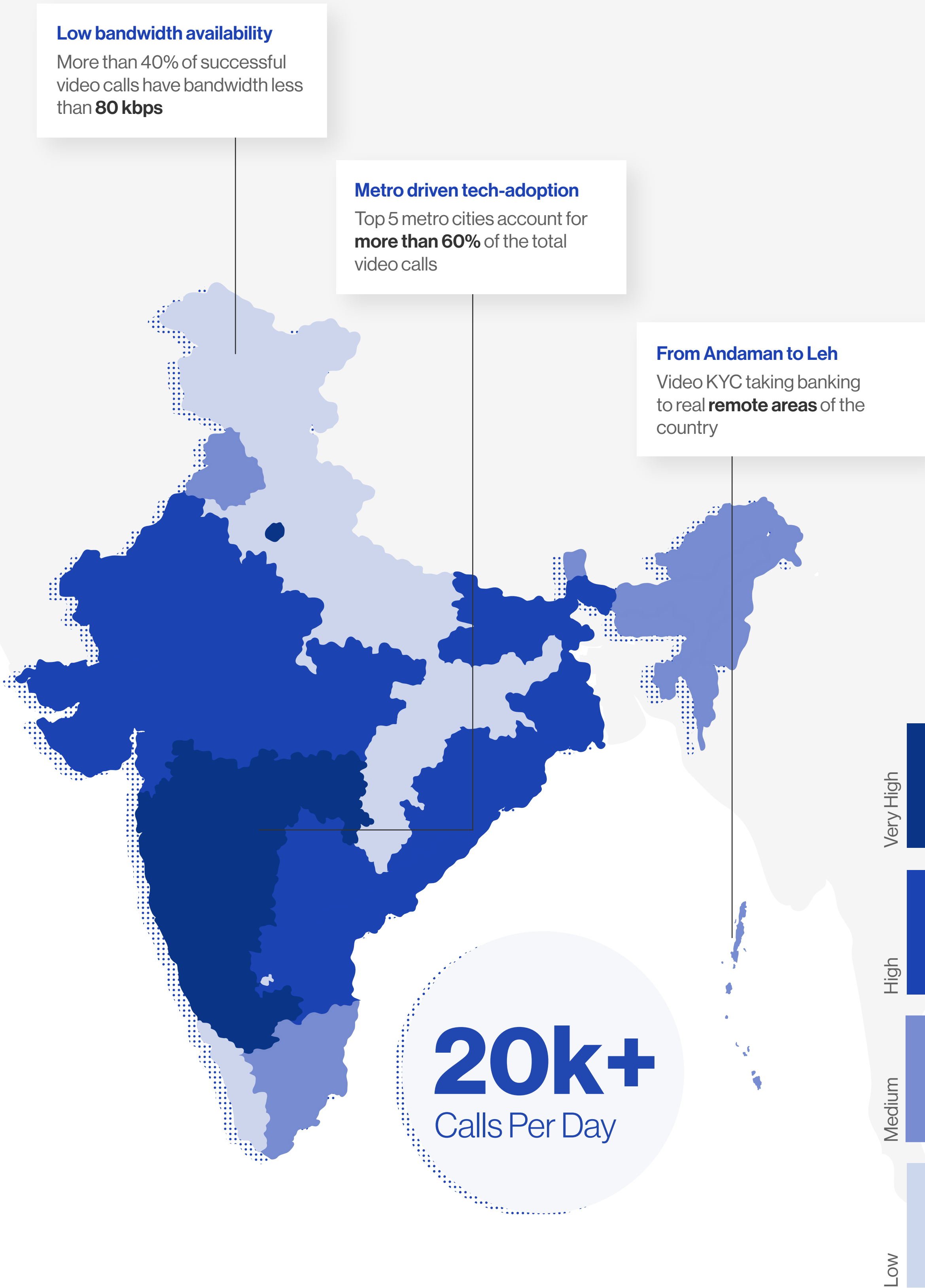




# Bandwidth Management

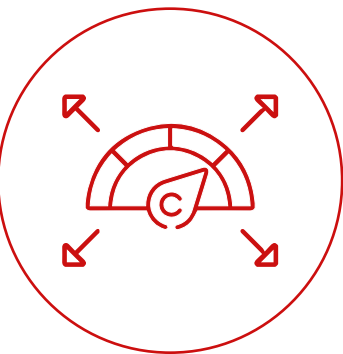
Bandwidth data in India to show that even though connectivity is there, bandwidth is a matter of concern. The need for bandwidth for Video KYC and how this could turn out to be a constraint on its adoption and growth in smaller town India.

To overcome this massive infrastructural challenge, it is important for your Video KYC solution to allow calls on lower bandwidth to connect and complete the journey. Especially if you want to expand to non-metro regions of the country, where fluctuations in network are frequent.



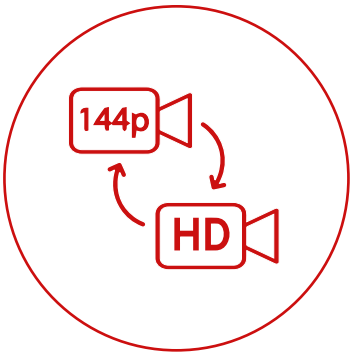
# Bandwidth Management

A few bandwidth management capabilities your Video KYC platform must have to get the better of infrastructural challenges:



## Realtime network indicators

Realtime network indicators on live video calls can help inform agents if the customers are on a flaky network. They can accordingly ask them to move to a location with better connectivity so the video call can be completed without any disruption.



## Flexible resolution adjustment

The platform should be able to switch between resolution modes during live calls. This is akin to how we can lower the video quality on YouTube when the internet speed is low and there's too much buffering. Agents must be able to simply switch to a low resolution mode (240p) in case the connection appears to be weak. Or switch to a high resolution mode if they're confident of the customer's network performance, to provide a better customer onboarding experience.

The platform should be able to switch between resolution modes during live calls.



# Document Capture On Low Bandwidth

While it's easier to get the journey going on low bandwidth with grainy video, one place where it is simply not possible to compromise on the sharpness of the image is when taking screenshots of documents. This is for two reasons mainly:

01.

RBI's norms unequivocally state that the images need to be clear and legible. It should be clear enough for the agents to identify and read the document beyond any doubt.

02.

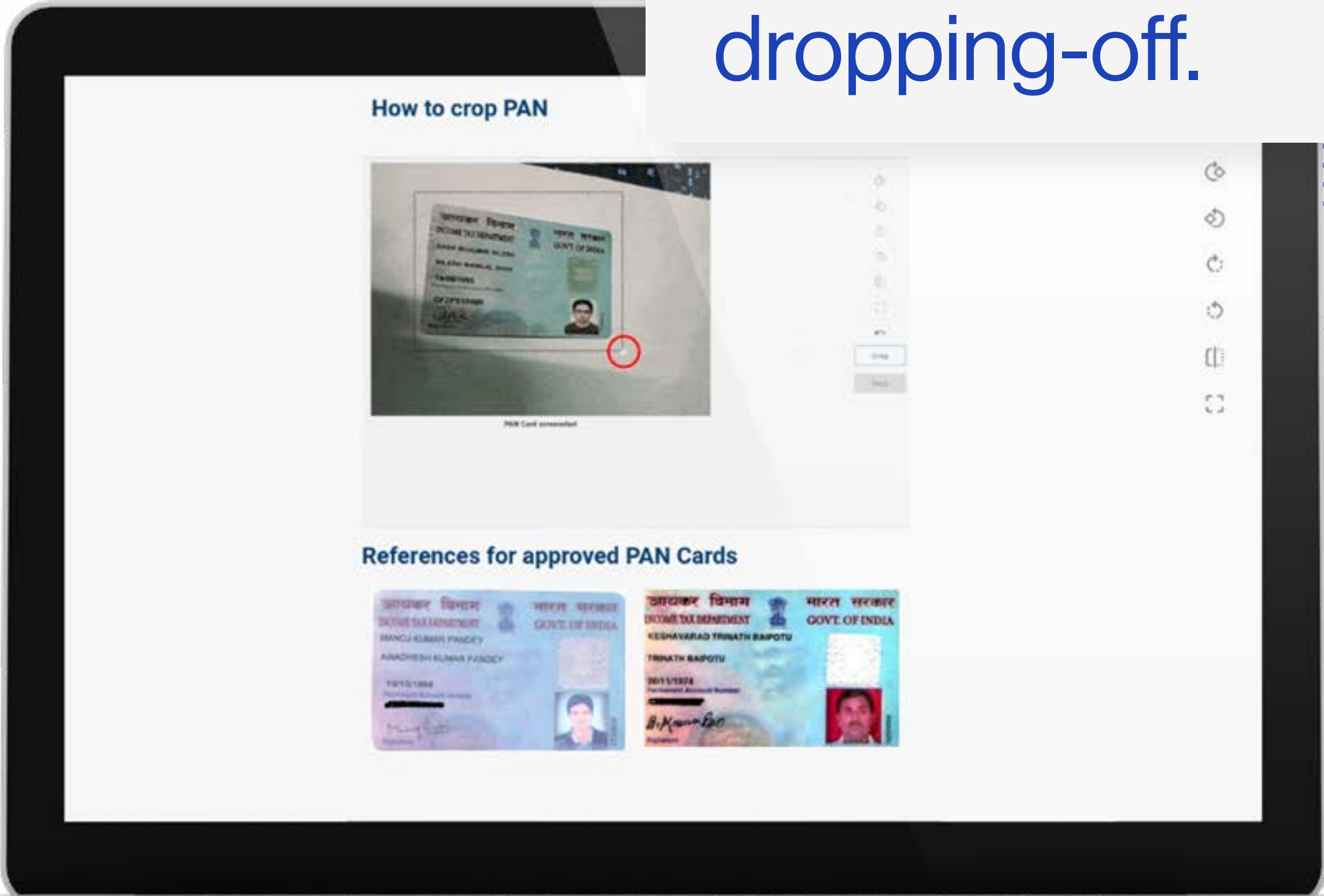
In order to verify the identity and authenticity of the customer, OCR & Facematch need to be performed on the document. To ensure these operations are executed correctly with consistently high accuracies, the screenshot quality has to be good.

Also, it will not always be possible to take perfect screenshots. Some will be tilted, while some might contain other interfering documents in the frame. When this happens, agents will often resort to taking another, better screenshot. However, this ends up increasing the overall call time.

The longer the call, the more you risk network factors kicking in, resulting ultimately in customers dropping-off.

To avoid this, your Video KYC platform should allow for screenshots to be edited as when required. Thus, agents can ensure documents don't need to be recaptured unless absolutely necessary and keep the call length to a minimum.

The longer the call, the more you risk network factors kicking in, resulting ultimately in customers dropping-off.



# Call Management System

It is inevitable that some customers will drop-off. But your success depends on your ability to bring them back and completing their journey as smoothly as possible. This is especially important for places where there is no guarantee of a stable internet connection. There are multiple scenarios where a reconnect can be factored in:

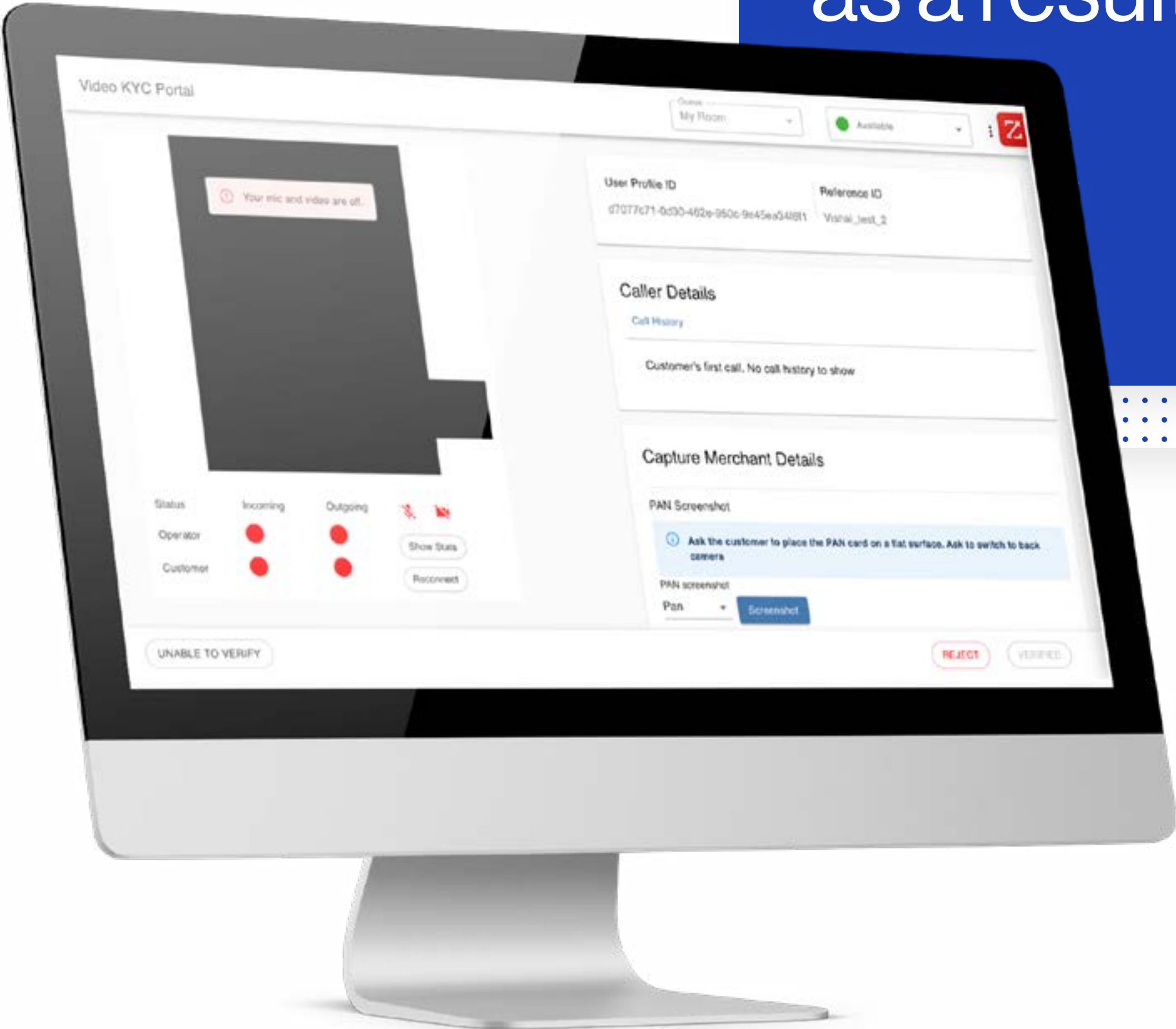


## Agent Reconnect

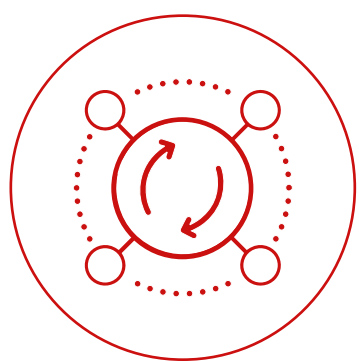
We’ve all experienced this in our virtual meetings. “I can’t hear you”. “Your voice is muffled”. “It’s breaking down in between”. And while you could simply disconnect and rejoin your meeting to set things back in order, you don’t have the same luxury with your customers. They might never return.

Hence, it is important for your Video KYC platform to have the ability to re-establish the connection whenever this happens, without disconnecting the call. In other words, keep the call alive while re-configuring the connection dynamics in the back-end. Sounds like magic, works like magic. This can significantly impact your conversion rates.

While there is little that can be done about improving network stability, you can ensure your Video KYC platform is optimized to minimize drop-offs that happen as a result of it.







## Auto-reconnect

As much as one optimizes for it, drop-offs due to sudden dips in the network are inevitable. However, your Video KYC platform must be able to hold on to the call if the dip in network is momentary. It should be able to re-establish the connection as soon as the speed is up to acceptable levels. This configuration must be enabled at both ends, the customer’s and the agent’s, to ensure all bases are covered.

**5%**  
Conversions  
increased as a result  
of auto-reconnect



## Customer reconnect

More often than not, the customers you deal with will not be as tech savvy as you’d like. And when they’re using a new video interface for the first time, you have to factor in all that could go awry. What if, right towards the end of the call, they accidentally hit the ‘end-call’ button? Or at any point during the call for that matter. Your customers will have to go through the entire process all over again. If they ever do, that is.

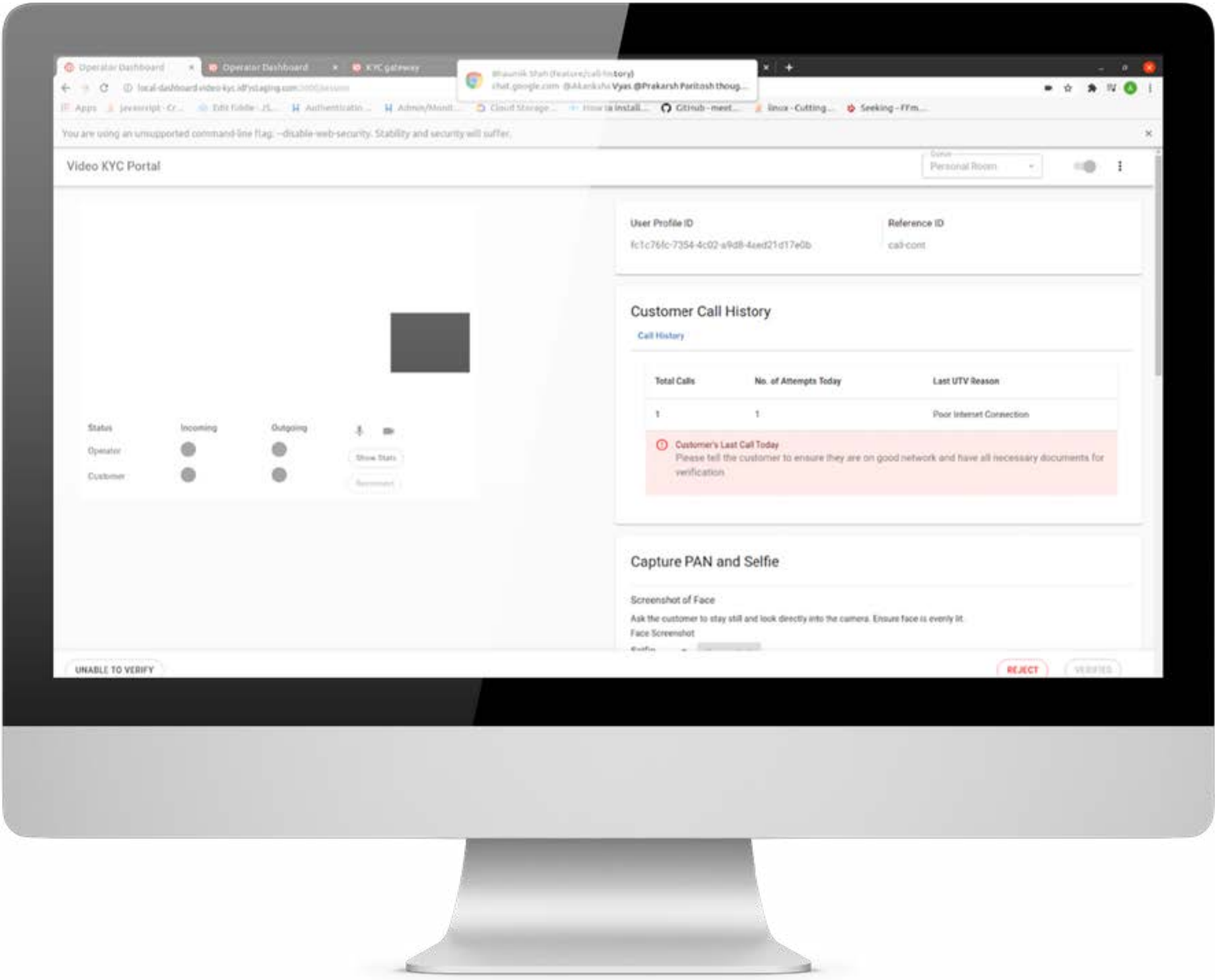
Therefore, your Video KYC platform must afford an option for customers to join back in case they get disconnected accidentally. They should be able to continue their journey from where they left off, with the same agent, without having to capture previously uploaded documents again.

# Customer's Call History

Like we mentioned before, small bits of personalization can add towards improving your conversion rates.

If a customer is on their first Video KYC call with you, their history is pretty much a blank slate. But consider this: a customer is not able to complete their Video KYC because of a poor face match score, possibly because of poor lighting and hence poor screenshots.

On their next call, having their call history handy can ensure the same mistake is not repeated again. For example, your agent can ask them to be in a well lit area to avoid a face match failure again.





# Post Video KYC Call



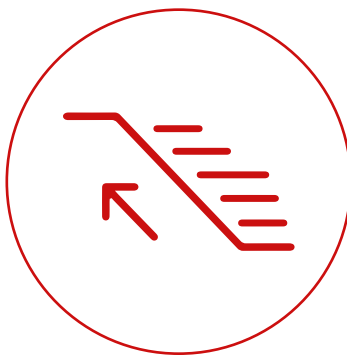
## Proactive monitoring with system-level failure alerts

It's important that your systems and support processes are built for proactive monitoring of all errors and profile blockages.

One key box that needs to be checked is to ensure your Video KYC platform is able to maintain a proper audit trail of your calls.

Oftentimes, video calls are marred with network disturbances. And while you might be able to pull through with the video call, the recording itself might not be able to

As mandated by the RBI, all regulated entities (REs) must have a designated checker to audit the video calls. Without being able to make the recording available, there won't be a call to audit. And if there is no call to audit, there is no customer to convert.



## Structured escalation Process

In the case of system failures, a structured and fast escalation process through L1-L2-L3 support is essential in ensuring that systems stay up longer and profiles get converted faster.



## Appointment setting

On dropping off or while waiting in queue, the customer should be able to set up an appointment for the video call. This will help ensure that the customer is ready with documents in a good network area when doing the process.

Additionally, your agents can view the calls scheduled for the day and plan their day in advance. This provides your agents with the time and knowledge to ensure your customers get a personalised experience at scale.

# Instrumentation And Data Analysis

# The Key to Video

# KYC Success

Success at Video KYC is not a result of just a bunch of new features. Unless the features have been developed to address specific business challenges and to achieve specific business goals.

Instrumentation is the secret key to your Video KYC operations leading to customer conversions and business impact.

Do you have a dashboard providing you real-time call-level data?

Do you have the capability to dive deep into every call to analyse its performance factors?

Do you have real-time agent performance data to analyse?

Do you have a 360° view of Video KYC operations that's giving you a complete picture rather than partial views?

Unless you have the data available at your fingertips and the tools to make sense of them, you will never be able to know exactly where things are falling through the cracks. Nor would you know what to fix or build in order to improve conversions and performance.

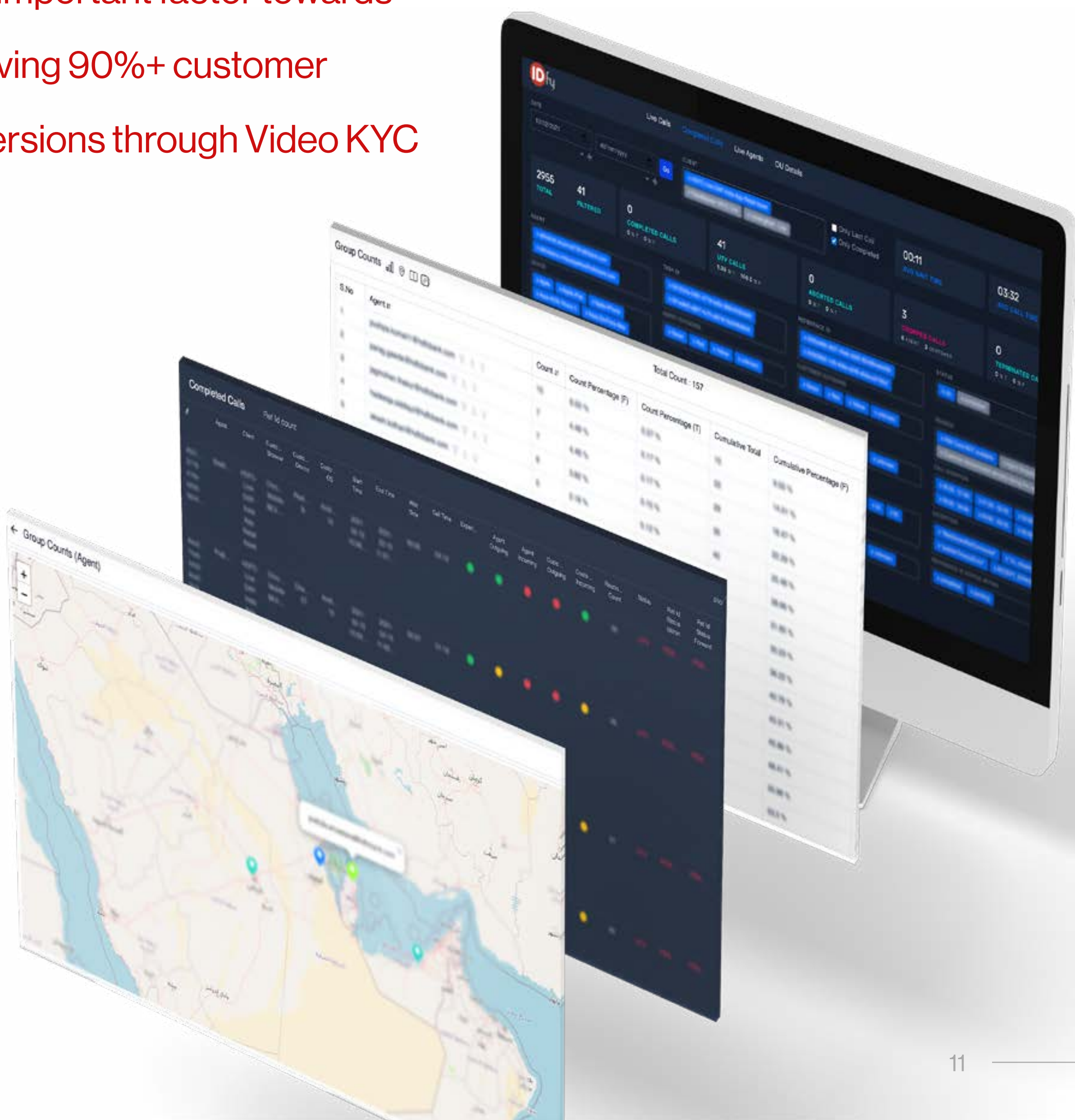
Instrumentation and deep data analysis is a necessity rather than a luxury for successful Video KYC operations. Without having access to appropriate instrumentation and the right data points, you are simply shooting in the dark and hoping to hit bullseye.



At IDfy, we track more than 15 attributes at a per-call level, have real-time agent-level performance views and a larger geographical view of calls and performances. The data is viewed in real-time as well as analysed frequently to identify root causes of failures and gaps for precise improvements. All our feature and platform enhancements are based on data and insights with complete clarity on why something is being built and for what end goal. This is the most important factor towards achieving 90%+ customer conversions through Video KYC

Here are some of the key tracking parameters that are needed for continuous improvement and successful development of new features :

1. **Agent performance patterns**
2. **On-call customer behaviour**
3. **Network fluctuation statistics**
4. **Concurrent call performance**
5. **Hour-wise call distribution**
6. **Call origination maps**



# Case Study

## The Power of Instrumentation

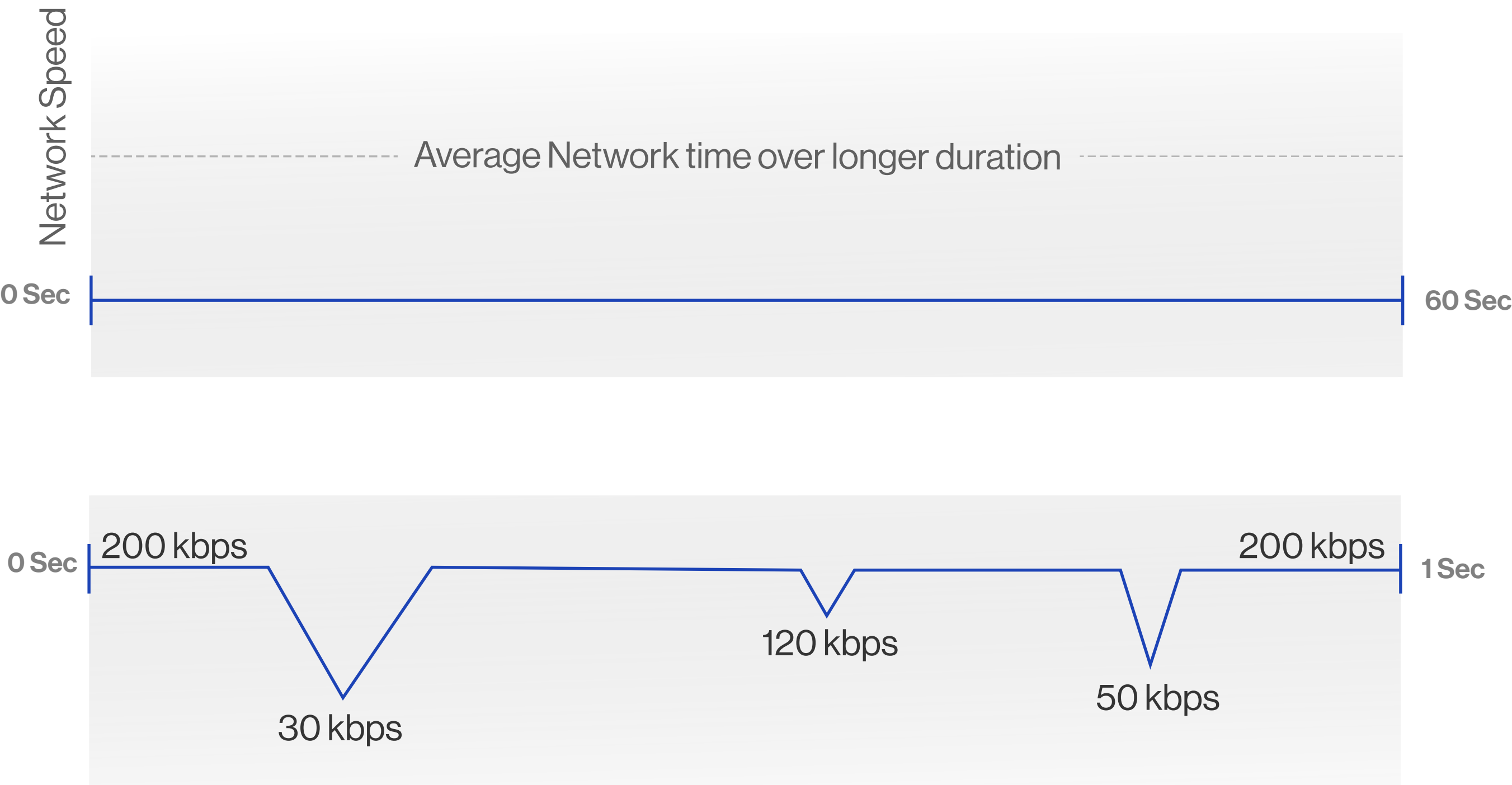
### Why & How We Built The ‘Reconnect’ Feature

As explained earlier, a ‘Reconnect’ can be factored in when you want to ensure a smooth and successful Video KYC experience on low network speeds. Here’s how data told us why our clients need the ‘Reconnect’ feature and how exactly it needs to be designed.

Analysing troves of call data from across the country, we saw that calls coming from poor network areas often resulted in customers dropping-off. This is despite their network speed over the call duration remaining above the acceptable 100kbps.

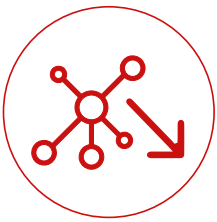
### Why Then Were These Customers Dropping-Off Mid-Call?

Our instrumentation team dug deeper into individual level call data. It revealed that the average network performance is not as linear as it appears to be. Even within the space of one single second, the speed fluctuates multiple times and in a completely erratic manner. Even one microscoping fluctuation below the threshold level can cause the call to drop. Each second held multiple points of vulnerability.





Naturally, the next logical thing was to build a feature that addressed this. In order to design the feature that delivers the right results, we analysed:



**Average duration of a network drop:**  
to configure the reconnection time

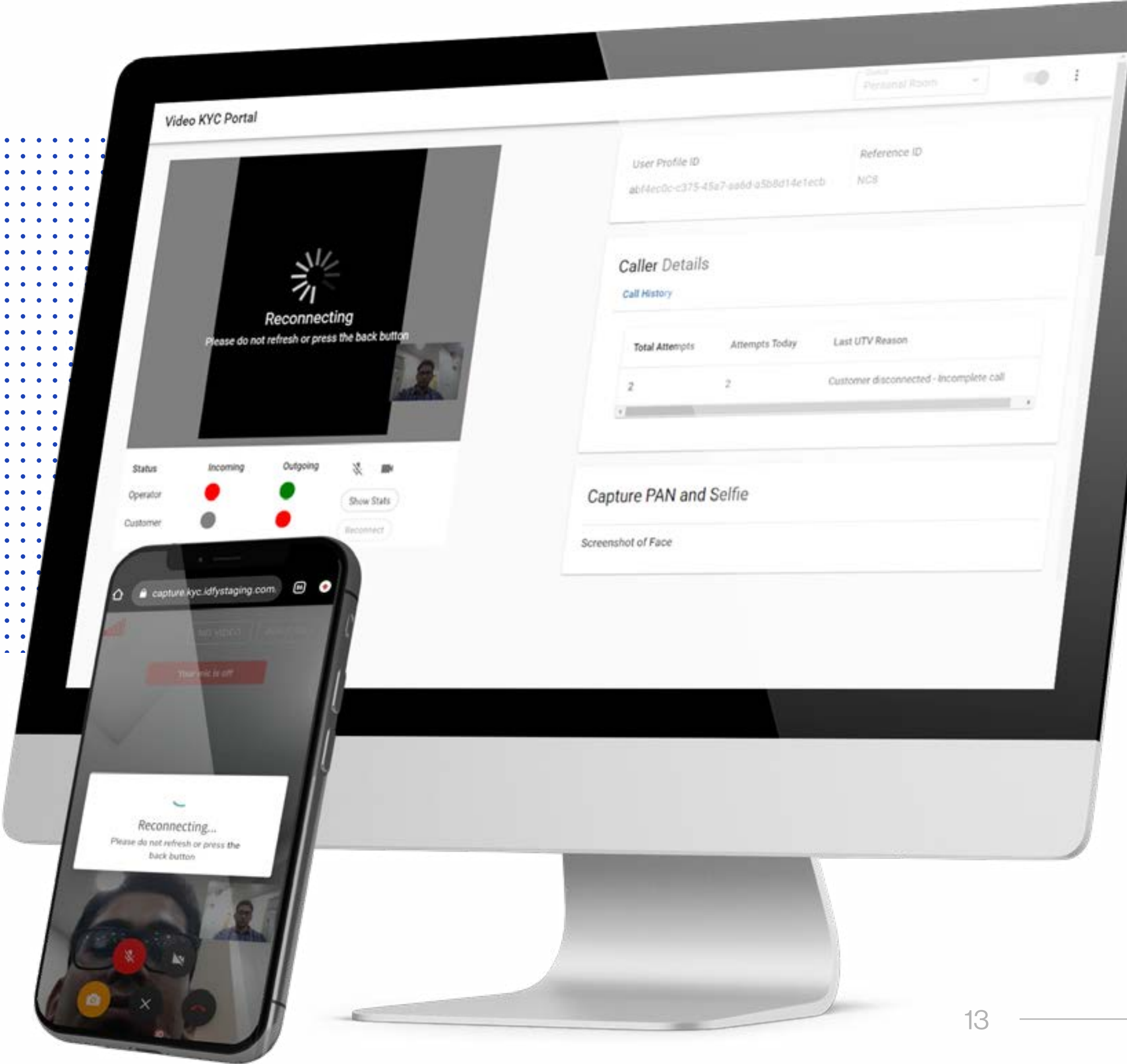
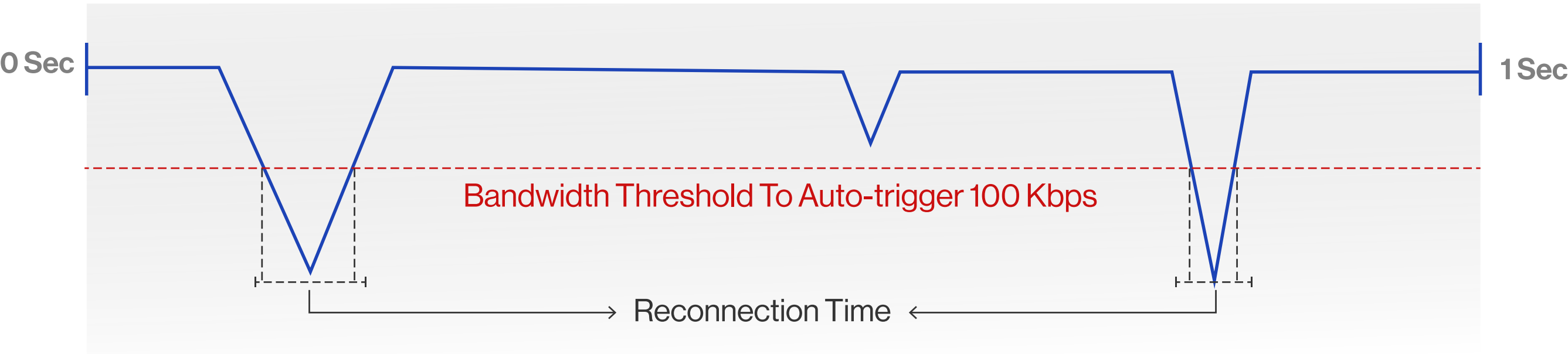


**Attempts needed to reconnect:**  
factor the option of multiple attempts if needed



**Bandwidth at which calls disconnect:**  
to auto-trigger reconnect

The reconnect feature may not be revolutionary in its idea, but leveraging actionable data helped us design it in a manner that eliminated the root-causes and led to direct increase in conversions by more than 5% for our clients. That's the power that analytics and instrumentation bring in.





IDfy unlocks opportunities and value for the real and genuine. We do this through solutions that identify and verify entities, detecting and preventing fraud at source, so people and businesses can engage with confidence in each other.

IDfy is a world leader in Video solutions for onboarding customers, employees, partners, and merchants. IDfy's platform runs the Video KYC backbone of leading Banks and Financial Institutions like HDFC Bank, IDFC First, IIFL, Amazon, Fincare, AU Small Finance Banks, and LendingKart. Research firm IDC recognises IDfy as an Innovator in Video solutions.

### Get In Touch

✉ shivani@idfy.com

☎ +1800 123 4339

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