



of customers **approved** first-time with iDenfy's hybrid approach of AI and Human experts

About

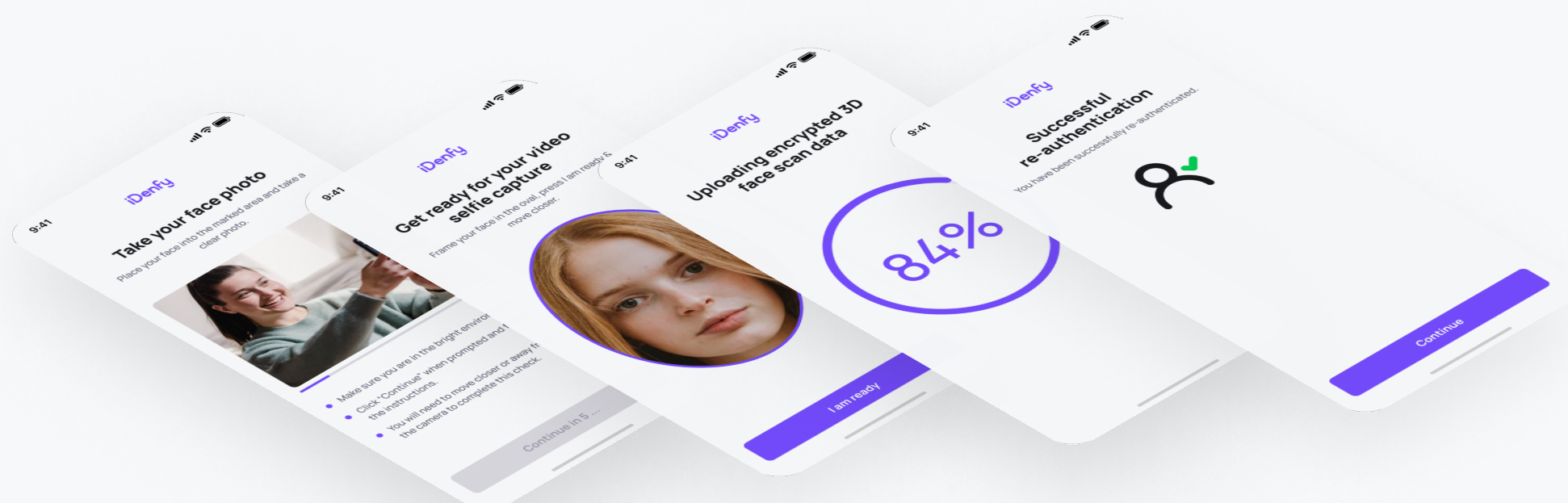


PROFI CREDIT is one of the biggest non-banking lenders in Poland, providing fast and accessible loans to a broad range of consumers and businesses.

PROFI CREDIT offers an alternative solution to difficult-to-obtain credit lines and cash loans from commercial banks or other financial institutions in the para-banking sector.

PROFI CREDIT focuses on today's customer's needs, allowing clients to save time and skip the complicated creditworthiness assessment processes based on physical documentation.

The business offers a fast application process and a highly personalized customer experience, as well as customized loan structures.



Challenge

PROFI CREDIT's goal is to recognize fraud in real-time and apply effective measures to prevent it. The company assesses the risks from different channels, ensuring that the clients and their assets are secured.

When it comes to traditional financial institutions, loan applications can take months. PROFIT CREDIT offers much quicker financial solutions, which give its clients access to the funds almost instantly.

With such efficiency, the company bumped into some challenges and wanted to add another layer to its security package.

Before iDenfy's help with the fully automated KYC process, the business noticed several losses.

The rising number of fraud contracts required the company to balance efficient services and a secure verification process.

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Our customers expect safe and quick services, which puts us in a challenging spot. **With iDenfy, we've reached our goal and exceed expectations.**

Jaroslav Czulak, Chief Marketing Officer of PROFIT CREDIT.

Solution

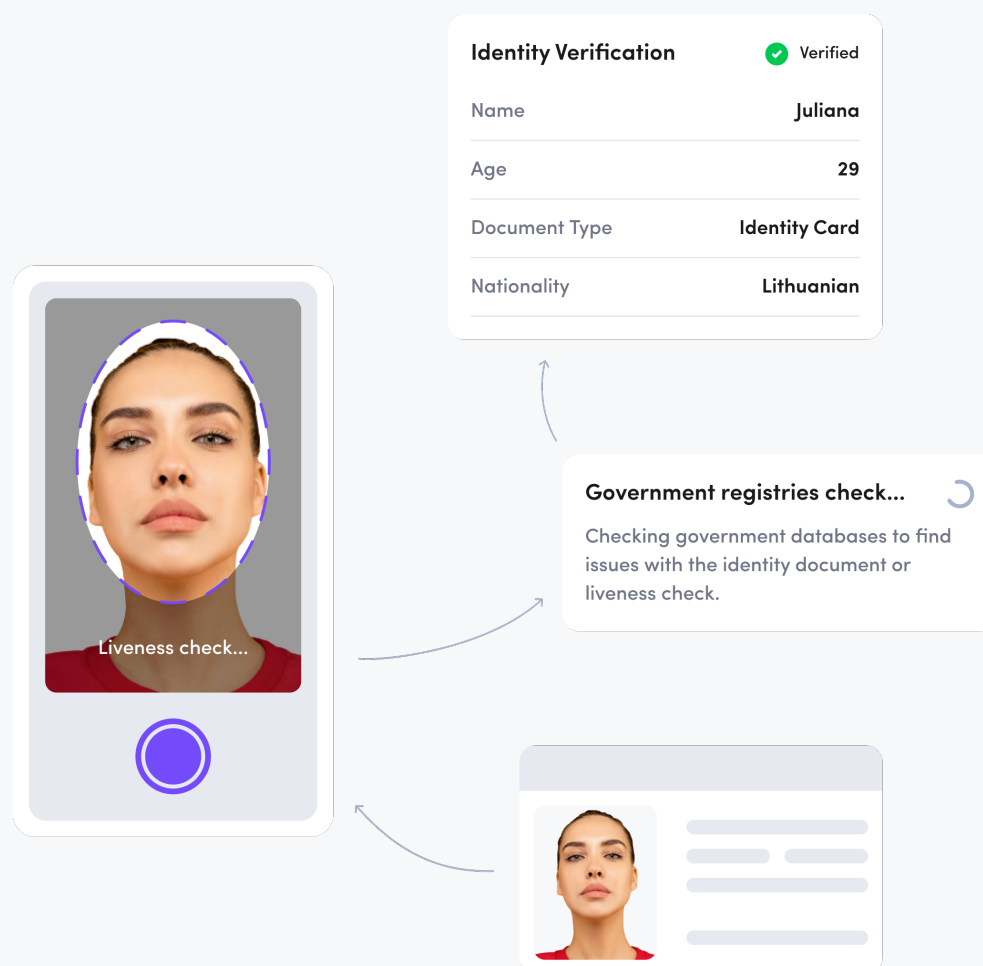
PROFI CREDIT cast around independent identity verification options and found iDenfy's solution to be the best fit for the customers.

The business selected iDenfy because of the easy-to-use dashboard and all of the KYC compliance tools in one place.

iDenfy eliminated the challenge of the ever-changing compliance landscape.

iDenfy's four-step ID verification guarantees a smoother onboarding experience for PROFI CREDIT's customers.

The sign-up process takes less than a minute compared to the previous KYC solution, speeding up the verification procedure.



Results

- ✓ iDenfy's self-service biometric identity verification smoothened the onboarding process.
- ✓ The growing circle of clients interested in online financial services required multi-layer security, which iDenfy provided via ID verification.
- ✓ iDenfy resolved complex KYC operational matters while taking care of the administrative work.
- ✓ iDenfy eliminated the need for internal verification teams, minimizing the costs for PROFIT CREDIT.
- ✓ Now, iDenfy prevents fraudulent account openings and detects fraud faster by welcoming 71,03 % of PROFIT CREDIT customers first-time.

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A critical factor in ensuring customer satisfaction is a secure KYC process. **iDenfy's digital onboarding solution is not only safe but also scalable.** We can approve many of the customers without making it necessary to meet in person.

Jaroslav Czulak, Chief Marketing Officer of PROFIT CREDIT.