

CASE STUDY

Digital Onboarding

Turn potential customers into real applicants



Reduce fraud

Assess risk and spot potentially fraudulent activities in real time with a powerful set of personal and digital data sources



Improve customer experiences

Deliver fast, safe consumer journeys through streamlined digital processes



Enhance identity authentication

Verify identities throughout the consumer lifecycle with documentation authentication and facial recognition

SCENARIO

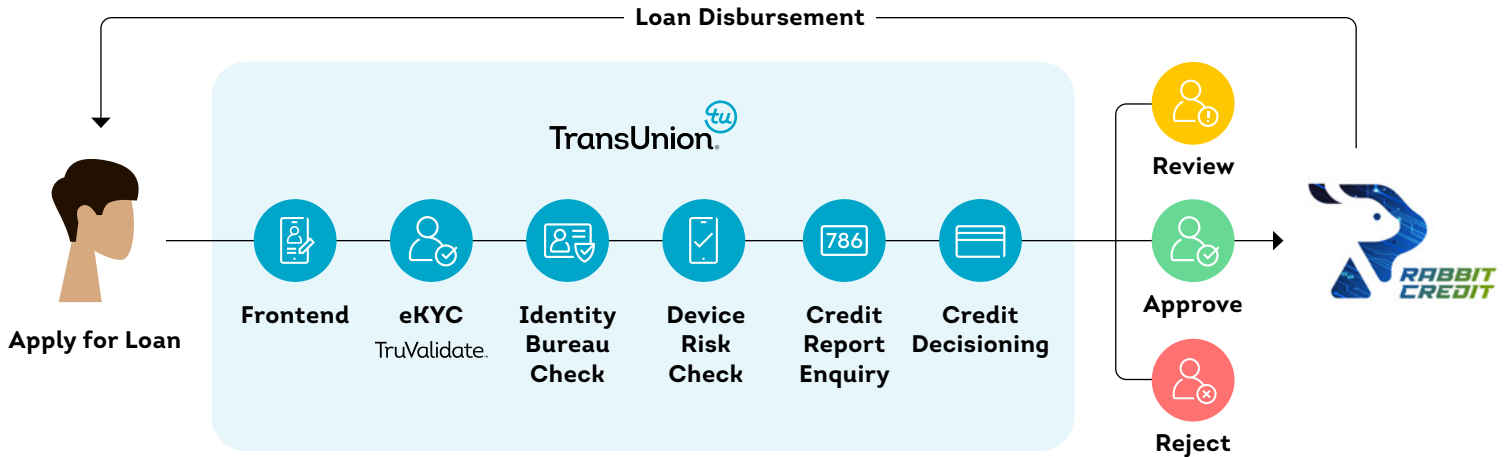
Assessing the creditworthiness of borrowers is a complex task — particularly those with limited credit histories or unconventional income sources. Unfortunately, these consumers are often denied loan applications or subject to long approval processes. Rabbit Credit, an AI-powered FinTech credit provider, champions greater financial inclusion but faces its own challenges in navigating financial regulations and consumer protection laws, and ensuring the security of customer financial information. In an increasingly competitive market where consumer demands are evolving, acquiring and retaining customers is also becoming more difficult, calling for renewed focus on customer service and marketing strategies to achieve brand definition and win trust.

STRATEGY

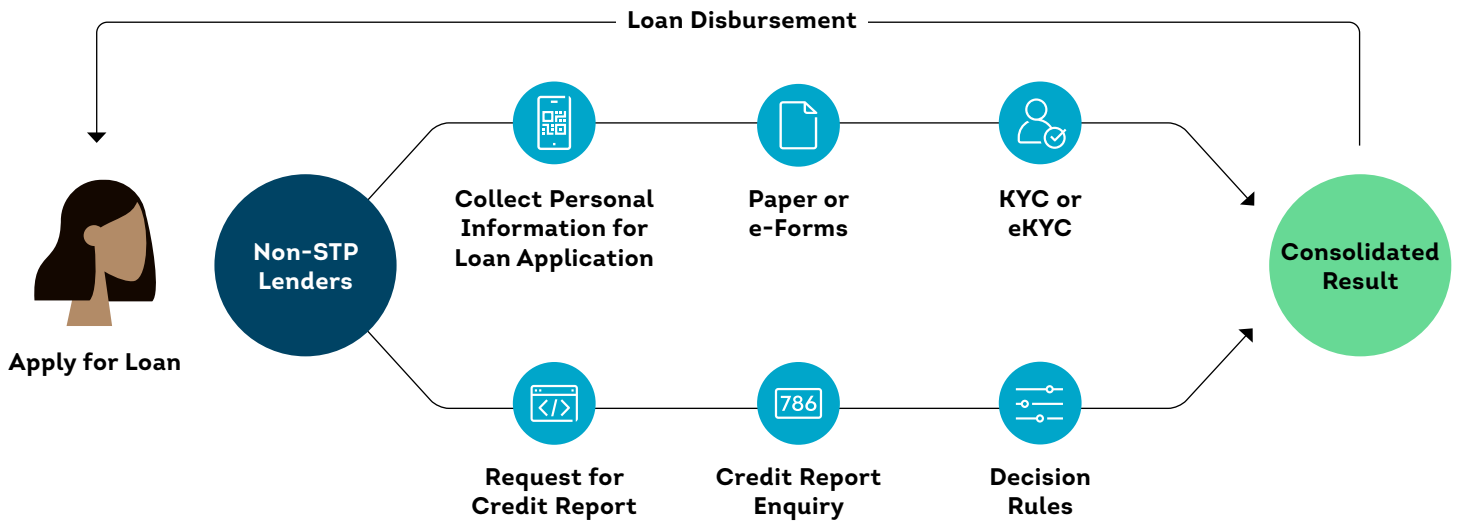
Recognising the power of advanced technology to optimise service while ensuring data security, Rabbit Credit turned to TransUnion, a trusted provider of straight-through processing (STP), end-to-end digital onboarding solutions. Together, they developed a user-friendly web and mobile web interface, expediting the onboarding process to within five minutes¹ through TransUnion's AI-driven identity verification measures. The goal was to both reduce the risk of fraudulent applications and maintain a secure environment for lending.

¹ Benchmark provided by Rabbit Credit

TransUnion STP solution helps ensure a swift onboarding process – completed within five minutes



Non-STP solutions require a more intricate process when conducting onboarding



Rabbit Credit implemented TransUnion TruValidate™ – a regulatory proven, electronic know-your-customer (eKYC) solution – to enhance onboarding with faster and safer identity authentication. Digitising the loan application process and eliminating the need for physical documentation and in-person visits helped streamline operations.

Driven by AI, TruValidate enables Rabbit Credit to quickly and effectively establish the identities of consumers. Through document verification, the solution authenticates Hong Kong government-issued identity documents in digital channels, reducing the risk of identity fraud and allowing customers to confidently transact within a digital world.

The eKYC approach also secures customer interactions throughout all touchpoints utilising device-based authentication by pairing known devices with accounts for a smooth login experience. It deploys facial recognition with liveness detection as an added security measure for user verification. Its embedded, AI-powered facial recognition and OCR technology boosts efficiency while minimising operational errors.

TruValidate uses risk indicators, device information and analytics to better prevent identity theft and financial fraud in real time. TransUnion's advanced insights and global network of reported fraud helps Rabbit Credit assess risk and confidently identify consumers, resulting in personalised, friction-right lending experiences, and tailored products and services based on a customer's unique credit needs and risk level.

Rabbit Credit also leveraged this TransUnion credit decisioning engine to automate its decisioning process by deploying sophisticated analytics and rules-based models throughout its workflow system. This helped optimise efficiencies and deliver relevant offers to applicants based on their credit histories and needs. TransUnion's extensive data and analytics capabilities also facilitated faster, more accurate credit assessments. The AI-based solution looked at alternative data sources beyond its vast ecosystem of traditional credit data, making it possible for Rabbit Credit to provide loans and credit to a broader range of people who may not have been qualified under traditional methods. It allowed the company to create more robust profiles of loan applicants.

In addition, the velocity check feature monitors the number of transactions made by an individual, device or IP address, triggering alerts when thresholds or rules set by Rabbit Credit are exceeded. This reinforces verification and authentication measures, ensuring the legitimacy of customer identities. Using advanced data analytics and machine learning techniques, Rabbit Credit then swiftly assessed borrowers' credit risks and repayment capabilities.

RESULTS

In collaboration with TransUnion, Rabbit Credit successfully implemented personalised and enhanced customer experiences, reducing customer friction and improving efficiencies in credit decisioning through AI-powered analytics and a simplified operational process. TruValidate web eKYC achieved a passing rate of 88%², outperforming initial benchmarks and underscoring the efficacy of AI-powered analytics. A shared commitment to data security, supported by TransUnion's end-to-end solutions, helped ensure the protection of customer information from data breaches and unauthorised access.

By harnessing the power of insights-driven analytics, Rabbit Credit has been able to create holistic profiles of applicants to make better-informed credit decisions. Its offering of non-restricted personal loans goes beyond traditional credit rating standards. By considering borrowers' credit risks and repayment capacities, the company provides access to necessary loan funds for individuals who may be overlooked by traditional banks. Rabbit Credit's commitment to offering inclusive financial solutions gives more people the opportunity to access credit and improve their financial well-being.

Through collaborative partnership and an innovative approach, TransUnion helped Rabbit Credit create offers and products specifically catered to its customers. Even more importantly, the two companies have also made significant strides toward promoting a more inclusive financial environment in Hong Kong.

**TruValidate™ web eKYC achieved
a passing rate of**

88%

² TransUnion TruValidate results

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To learn more about TransUnion's robust suite of TruValidate fraud solutions, contact your representative or visit:

transunion.hk/solution/truvalidate

