ANNA Money

ANNA Money is a mobile business account that acts as a 24x7 assistant for small and medium enterprises (SMEs). The hybrid AI-driven/human-supported digital service handles administrative tasks—like banking, invoicing, expense management and tax filing—so clients can focus on their core business.

What really defines us is that, unlike many other digital providers, we're using technology to provide access to more service, not less.

Andy Moore, Design Director
ANNA Money

Mitek saves us time and money by providing excellent verification results, allowing for automated onboarding and reduced manual interruption. In short, Mitek exceeds all expectations from providers.

Sergey Fedorov,
Head of Customer Support
Performance and Onboarding

CX differentiator

The ANNA customer experience is entirely chat-based. To open an account, SMEs download the ANNA app, which immediately opens up a chat stream with the ANNA bot. Everything, including identity verification (IDV), service delivery, notifications, reporting and assistance from human verification specialists when requested, takes place within that conversational stream.

Onboarding design principles

Start with IDV. ANNA product designers used the Mitek SDK to create an outstanding onboarding experience, which flows out of IDV. Initially, IDV happened mid-way through onboarding. By moving it up to step 1, the company can use the SDK's APIs to use information auto-extracted from snap shots of government-issued IDs for prepopulating fields and initiating background checks. Applicants don't have to provide addresses and business designations (such as limited company or sole trader). Instead ANNA fills in the blanks and asks: "Is this correct?"

Create and maintain a strong brand look and feel. Working with the Mitek SDK, ANNA UI designers have been able to 100% customize IDV, giving it a strong ANNA personality, indistinguishable from the rest of their onboarding process. Customers are more comfortable providing information when asked in the context of a conversation and when they feel they're interacting with a single, seamless trusted entity.

Focus on the essential. ANNA customers are smart people, but their minds are, rightly, focused on bigger things. Aligned with the ANNA mission of simplifying business life, designers minimize the need for reading and thinking during onboarding. They boil the UI down to what's most important, and they're constantly tinkering with choice of words and syntax to communicate faster and more clearly. Explanations, such as why a selfie is requested, are available as pop-ups, to avoid slowing down those who just want to move on.

Fun is good business. ANNA style combines absolute competence and reliability with a serious fun factor. For example, using the Mitek SDK, the company's UI designers have added tips, pictures and humorous animations to guide applicants through the IDV process. Over time, as trust grows and the relationship strengthens, ANNA works even more fun into the ongoing conversation.

Success metrics and learning cycles

High-level metrics include numbers of:

- New customers opening accounts
- Applicants successfully completing onboarding.

ANNA designers also constantly tinker with granular parts of the process, measuring what happens. When a test on a small percentage of new applicants delivers a significant improvement, it's rolled into the next ANNA app update, which generally happens weekly.

Forward vectors

With the ANNA chatbot constantly engaged in conversation with customers, and verification specialists joining the chat occasionally as well, the company has a rich stream of data, analytic insights and anecdotes about the challenges SMEs are dealing with and what they care about. Moving forward, ANNA Money has its sights on additional ways to offload administrative burdens and support customers in making their businesses successful.

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