Car sharing

This Marketplace tech company is one of the world's largest car-sharing marketplace. The global community of more than 14 million members enables guests to book any car they want from a trusted host. Trust is a two-way street, however. Because this company facilitates sharing of a wide variety of vehicles (850 unique makes and models), ranging from ordinary wheels to classics, exotics and luxury, identity verification of everyone registering as a guest is also essential.

The mobility landscape has evolved significantly in the last 10 years. The reason? Users.

Car-sharing companies often depend on their community of drivers and riders as the driving force of success.

CX differentiator

The customer experience blends ease and speed with security measures aimed at building trust and the feeling of being part of a safe community.

Onboarding design principles

Onboard only the eligible. Mitek IDV is used as the first step in onboarding to quickly verify the age of the registrant. Ineligible individuals are filtered out from the beginning, so this tech company doesn't waste any time and effort on unnecessary onboarding.

Make it easy for registrants, and it will be easier for operations. With this tech company's previous IDV vendor, registrants struggled to submit ID snapshots and selfies that could be successfully verified. Inadequate user guidance on how to adjust lighting conditions, for instance, caused many submitted ID images to be blurry, and information on ID documents was often unreadable. As a result, many users had to be sent up to manual review by the tech company's onboarding team, causing lag times of several minutes. Switching to Mitek, the company cut average processing by more than 80% while substantially reducing the workload on manual review teams.

Choose passive over active methods wherever you can. Unique to this company, they make maximum use of security processes that are active in the background without applicants having to do anything or even be aware of what's happening. For instance, once applicants submit snapshots of the front and back of the ID, Mitek's AI compares the license barcode to data on the front in order to confirm the ID is legitimate. How long does that take? It's faster than turning firing up the engine on a newly rented car.

At the same time, that same information auto-extracted and compared from the ID can be used in the background by other security processes to perform additional checks.

Success metrics and learning cycles

KPIs include:

- <30 seconds average processing time (down from several minutes)

Based on the results of other ridesharing marketplaces, the company can also expect faster, smoother onboarding to deliver secondary benefits. Another car-sharing company, for instance, achieved a 36% increase in rental days.

Forward vectors

More growth, more choices for guests, more opportunities for hosts to turn their vehicles into assets that generate not just expenses, but earnings.

Mitek Systems, Inc. (NASDAQ: MITK) is a global leader in mobile capture and digital identity verification built on the latest advancements in computer vision and artificial intelligence. Mitek's identity verification solutions enable organizations to verify an individual's identity during digital transactions to reduce risk and meet regulatory requirements, while increasing revenue from digital channels. More than 7,000 organizations use Mitek to enable trust and convenience for mobile check deposit, new account opening and more. Mitek is based in San Diego, California, with offices across the U.S. and Europe.

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