



Reduced account opening time
to as little as 4 minutes



Significantly increased online
applicant conversion



Decreased physical branch footprint
via mobile banking



Archived a substantial drop in
fraudulent applications

NatWest

National Westminster Bank is one of the UK's 'big four' clearing banks.

NatWest Group provides personal and business banking services for more than 19 million customers under its 12 banking brands.

natwest.com

Does a legacy banking system necessarily create a barrier to digital transformation?

NatWest is well known as a digital banking innovator. They were looking to adopt both cutting-edge capabilities and security best practices to improve their mobile onboarding journeys.

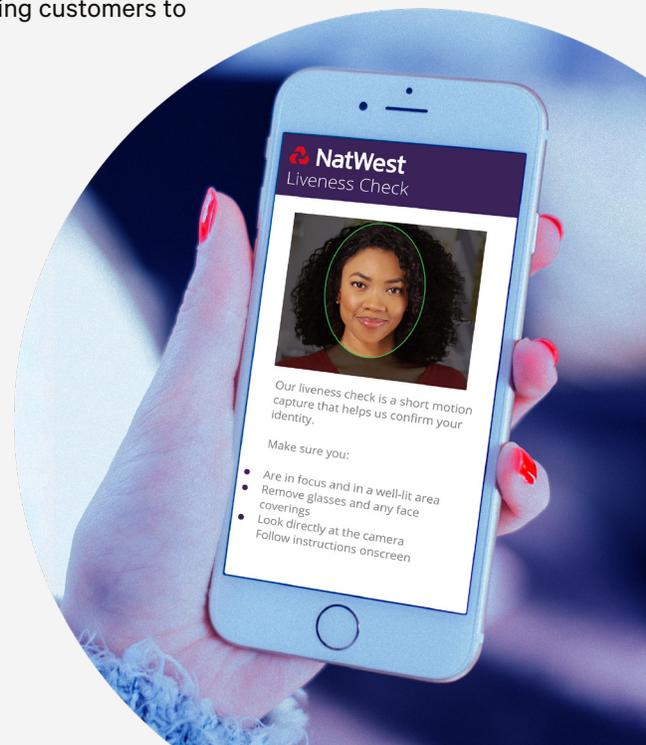
When we began working with NatWest, a significant number of customers were failing initial database checks to confirm their name, address and date of birth. The legacy process in this situation – involving customers being sent an email asking them to upload ID documents or come into a physical branch with identification – took days and involved multiple interactions across multiple channels. The result was a high percentage of applications stalling and ultimately being abandoned.

NatWest wanted to change this, and deliver a truly seamless experience, allowing customers to provide documentation in real-time.

In 2019, NatWest implemented a new account opening process in partnership with HooYu, now Mitek. The journey was successfully piloted for almost a year, with more than 60,000 customers passing through before being rolled out. NatWest and HooYu conducted multiple customer testing sessions to gauge user reaction and refine the UI to enhance success rates, with the teams working in an agile way, having daily stand-ups and reviews to evaluate account opening funnel performance and creating multiple account opening journeys to segment customer applications and KYC requirements.

As a result, the platform can now geo-locate the customer, authenticate their ID document, perform facial biometrics between the selfie and the ID document, plus check a utility bill for recency and matching name & address all within a matter of minutes.

NatWest also retained its reputation for innovation in digital banking security by becoming the first high street bank to enable customers to open an account using a selfie and photo ID to verify who they are.





We know customers want to be able to open accounts at a time and a place that suits them and not have to worry about sending precious ID documents in the post or taking time out of their day to go to a branch. That's why we're making it easier, safer and faster to open accounts, allowing customers to get on with the things that matter.

Frans Woelders
Chief Digital Officer at NatWest



Can improved customer experience and improved security be achieved at the same time?

Like all major banks, NatWest faces rising threats from fraud rings, impersonation, and false student account opening. In a NatWest survey of their customer base, they found that customers are more concerned about financial fraud than burglary. Raising customer confidence in NatWest's fraud defenses was, therefore, a key objective.

However, in today's digital age, customers expect to be able to do everything on-demand. Working with Mitek enabled NatWest to configure different identity verification services to suit differing customer and business needs, as well as adjust for changing risk environments. The majority of customers are asked to perform liveness detection, and present proof of identity (POI) for validation and biometric comparison, with some customers also being asked to provide proof of address (POA). Business banking customers are additionally asked to provide a signature.

Our unique identity platform – which allows customers to combine many forms of identity verification technology – has not only made customer onboarding simpler and quicker for NatWest end users, but also helped NatWest achieve a “significant” drop in fraudulent applications.

Technologies used:



ID Document Validation



Selfie Capture



Address Proofing



PEPS and Sanctions



Digital footprint

Trusted by:



Compliance needs can shift as you enter new markets, release new products, and scale your company. Our KYC platform is agile enough to move with you no matter what you decide to do.