



## Ready for 2022? No problem!

In a meeting with his sales team in 1909, **Henry Ford**, the revolutionary car manufacturer, made an infamous quote: **"Any customer can have a car painted any colour that he wants so long as it is black.\*"** Ford's plan was to streamline the product so that his plant would be able to mass-produce the **Model T** in order to meet the demand of his customers.

**Sadly, in 2022, our competitors take pretty much the same approach to their suite of verification products as Mr. Ford.**

So, let's say you are a customer who wants to open a new banking account at one of the newest neo-banks who have recently launched in Germany. You go to the bank's website, complete the registration form, and then you are asked to download an app so that you can complete the registration process.

\*Source: Ford, Henry. *My Life and Work* 1922. Page 72

**Think about this again:** you have to download an app from a company you've probably never heard of just in order to complete the verification process.

**Is that the best user experience** for your new customer?

Instead, Verifeye Online takes a more creative approach to our product suites. **When we meet with our clients, we ask them what they want to have.**

For most of our clients, this means they want a web-based product where the customer never knows that he/she is leaving the client's environment. Our product is built using the corporate design, fonts and colors of our clients.

If a client wants to add a GDPR customer right's declaration, **no problem.** If a client wants to rearrange the order of our components to streamline the customer experience, **no problem.**

**Our platform is built like a Lego toy.** Each component is customizable and can be placed anywhere the client wants. If a client wants to add Konto-Ident alongside the Video-Ident to give their clients a choice between the two verification methods, **no problem.**

Our customizable platform allows for an easy integration with our clients.

How easy? **For most clients, it takes 2-4 hours for the basic integration** and then some testing.



How can we ensure this? Well, first of all, **we take most of the work away from our clients.** We ask our clients to give us the data fields that they need for their internal databases. Then, our integration team does all of the mapping for them.

This allows for our customers to easily move from a current verification provider to us without having to completely overhaul their current database setup.

Maybe in 1909 customers were satisfied with having just one choice of color for their Model T. In 2022, **clients should be able to choose the right product suite**, model and color that will make the best user experience for their own customers...

**By the time it takes a customer to download an app, that same customer can already be finished with our verification process.**

So, if you want a Model T, feel free to call our competitors. **If you want something more modern** that will make your competitors jealous because of the smooth onboarding process for your new customers, **then give us a call.**

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