

Make the Flip-top-test!

Like many of us, I usually get a shopping list from my "better half" when I go to the supermarket. Recently, one of the items on the list was toothpaste. When I tried to find my favorite "flavor" of toothpaste, I was a bit annoyed that it was currently sold out at my local supermarket. **So, I just grabbed another flavor from the same brand** and went on collecting the rest of the items on my list.



When I brushed my teeth later that night before going to bed, **I was shocked to see the toothpaste I purchased was using the "old-technology" with the screw-off top.** I didn't even know that toothpaste brands would still use the screw-off tops since the newer technology with the flip-top made life much easier and more convenient. **Why should I have to fumble around in the dark after dropping the screw-off top and hear it bouncing around on the bathroom floor?**

Yesterday, I had to go back to the supermarket and my Spidey-sense was on alert. I wanted to see how many brands still sold



toothpaste without the flip-top. **Low and behold, I was shocked to learn that not only do many brands still sell toothpaste with screw-off tops,** but that it was **more expensive** than toothpaste using the newer flip-top technology.

Why would older technology be more expensive than newer technology? Perhaps it is more expensive to produce a top that isn't actually connected to the tube? I was perplexed. Actually and honestly, I'm still perplexed.

What is actually more dumbfounding is that this same logic holds true in the identity verification space. Our competitors, who use older technology than Verifeye Online, actually get away with charging more for it. How can this be? It doesn't make sense.

Why would companies who rely on video-verification to onboard new customers **want a verification provider that relies solely on humans** to verify whether a passport is actually valid or not? **Why** would these same companies **want to wait for a video-agent to open a file and see the security features he/she needs to check on a particular passport** and then conduct a long video-call process?

Instead, they could use Verifeye Online's process that relies heavily on machine learning to first identify the document, check the security features of that document automatically before passing the call to a live video-agent. The video-agent still needs to check the document and ask the BaFin regulated questions. However, the agent doesn't have to open a file to learn what the holograms look like on a Norwegian passport for example. The platform guides the agent through this process.

One would think that this newer technology that Verifeye Online uses would be more expensive than our competitors. That's simply not the case.

When you move your verification needs away from our competitors and **over to Verifeye Online, not only will you save money,** but your customers will also be more satisfied with **the better customer experience.** The customer complaints will also reduce substantially.

Our competitors will tell you that their brand is better. I would argue their brand is more well-known, but their technology certainly isn't better. For me, choosing a toothpaste comes down to the taste and, now, technology. So, stop using the screw-off top on your toothpaste and move onto the flip-top version. Not only will you save money, but you will also save yourself a lot of frustration and fumbling around in the dark.

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