A hand is shown holding a glowing, semi-transparent globe. The globe is surrounded by a network of white lines and glowing blue dots, suggesting a digital or global theme. The background is a dark blue gradient with a bright light source on the right side.

# Digital customer journey: fattori di successo, asset abilitanti e benefici attesi

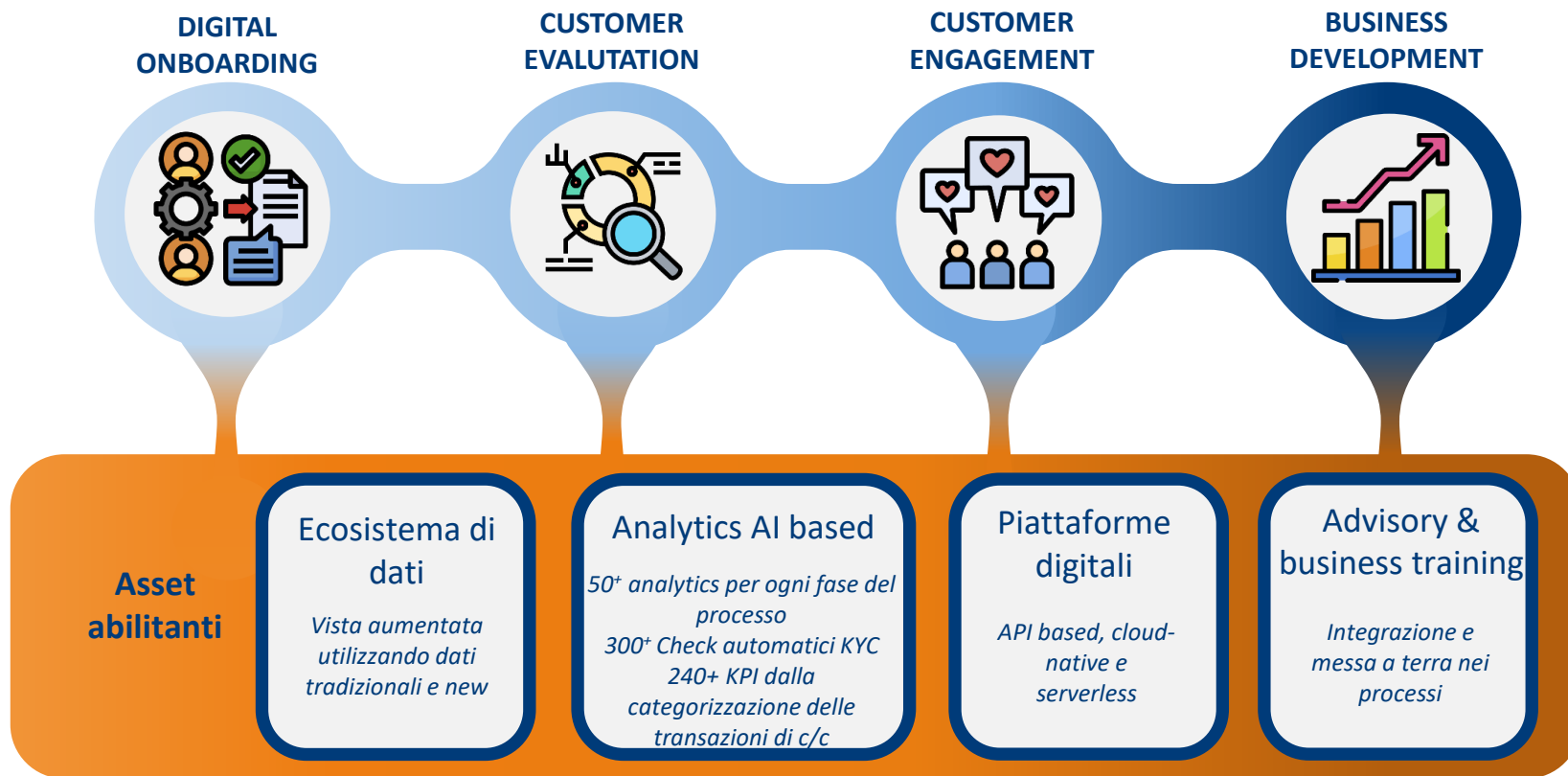
22 Marzo 2022

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Simone Capecchi  
Executive Director

  
*Together to the next level*

# Digital customer journey: le leve di creazione di valore e gli asset abilitanti



# Digital onboarding

## ELEMENTI DISTINTIVI



**Digital Document  
Acquisition**



**Remote  
Identification**



**KYC & Anti-money  
Laundering**

## Features Overview

VIDEO CALL & SELFIE VIDEO IDENTIFICATION

DOCUMENT LIVE ACQUISITION

LIVENESS DETECTION

OCR

FACE COMPARISON & BIOMETRIC CHECK

IDENTITY ASSERTION

KYC CHECK

# Customer evaluation

## ELEMENTI DISTINTIVI



**CREDIT BUREAU &  
BUSINESS  
INFORMATION**



**PSD2 DATA**



**DIGITAL  
FOOTPRINT**

## Features Overview

**BUREAU & BUSINESS INFORMATION SCORING**

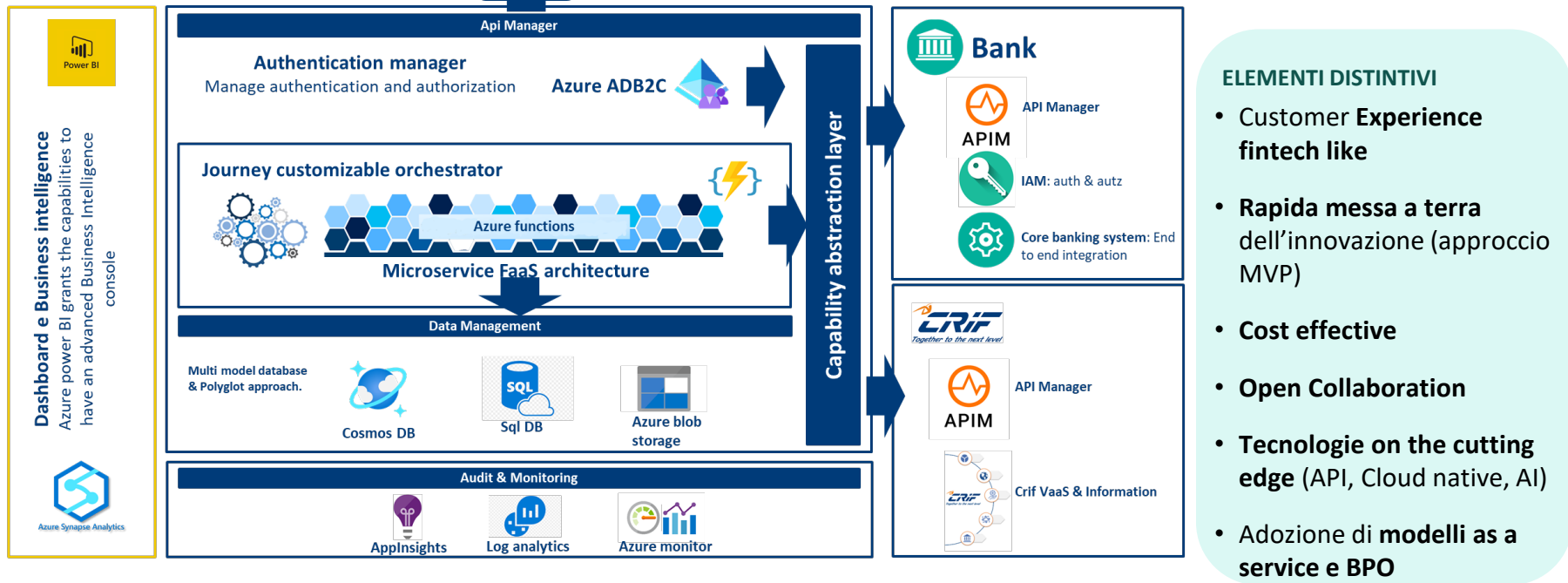
**ACCESSO E AGGREGAZIONE DEI CONTI**

**CATEGORIZZAZIONE DELLE TRANSAZIONI**

**OPEN BANKING SCORING**


**DIGITAL FOOTPRINT SCORING**

# CRIF DIGITAL LENDING PLATFORM as a service



## ELEMENTI DISTINTIVI

- Customer **Experience** fintech like
- **Rapida messa a terra** dell'innovazione (approccio MVP)
- **Cost effective**
- **Open Collaboration**
- **Tecnologie on the cutting edge** (API, Cloud native, AI)
- Adozione di **modelli as a service e BPO**

A hand is shown holding a glowing, semi-transparent globe. The globe is surrounded by a network of white lines and dots, representing a digital or global network. The background is a dark blue gradient with a bright light source on the right side, creating a lens flare effect.

# Digital customer journey: fattori di successo, asset abilitanti e benefici attesi

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