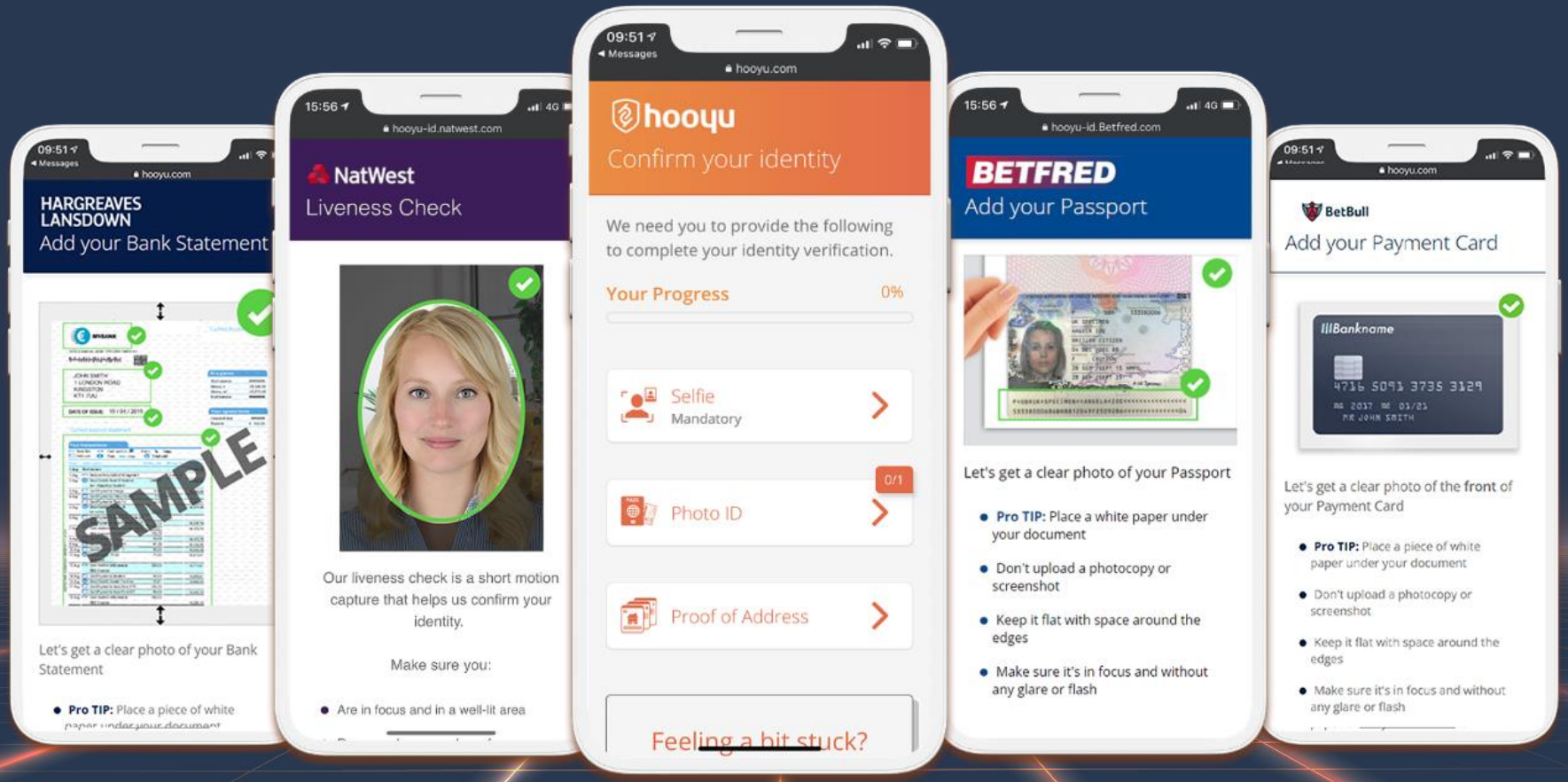
hooyu

Know who you're dealing with

A unique customer onboarding platform to maximise conversion & increase KYC compliance



Contents

1 HooYu - a **market leading approach** to customer onboarding

2 **The HooYu pillars:**
- Orchestrate
- Configure
- Journey

3 **Orchestration** of KYC services

4 Designed for **easy configuration** & deployment

5 **Smooth UI journey** engineered for conversion

Appendices

Guide to the range of HooYu KYC services and how they present in the HooYu journey

Our vision for HooYu ID, a re-usable digital identity

Add or delete appendices slides as you need e.g. if you want slides on Bank Connect or Video-ID etc

HooYu - a market leading approach to customer onboarding



Easy orchestration of KYC journeys to suit customer and risk profile

Orchestration layer enables clients to select a range of identity services to build multiple KYC processes

Engineered to minimise client effort

Configuration engine enables clients to easily implement KYC and customer onboarding

Designed for end-user convenience

Journey UI and UX is designed to help maximise KYC success rates

Orchestration

A broad range of KYC services via No-Code-Low-Code approach



No Code

Developers are not needed to change settings, configure flows or modify business rules

Fully white labelled deployment can be achieved in hours. No integration needed for client portal or batch deployment

Low Code

All components accessible via a single API or our native SDKs reducing integration, time & cost

Version controls permit larger organisations to take more time to manage and update their integrations

Orchestration

Multiple KYC journeys

Clients can orchestrate **customised KYC journeys** on a **Risk-Based Approach** to meet granular customer, product or regulatory risk requirements.



Configuration

Implement quickly via client portal with minimal dev resource

01

Define decision settings

- Determine valid identity sources
- Set identity score target thresholds
- Define Accept, Reject, Refer criteria
- Manage alias rules

02

Set fraud alert rules

- Biometric match score thresholds
- Liveness not detected
- Fraud history match
- Identity attribute mismatches

03

Configure journey pages

- Set journey completion deadline
- Custom start message
- Save for later
- Journey completion redirect

04

Implement document compliance rules

- ID document expiry acceptance
- Address document recency parameters
- Custom address document types
- Custom attachment upload

05

Manage results & workflow

- Full evidence or results packet
- Review queue & workflow
- Reject and reinvite processes
- Download, API call or SFTP results

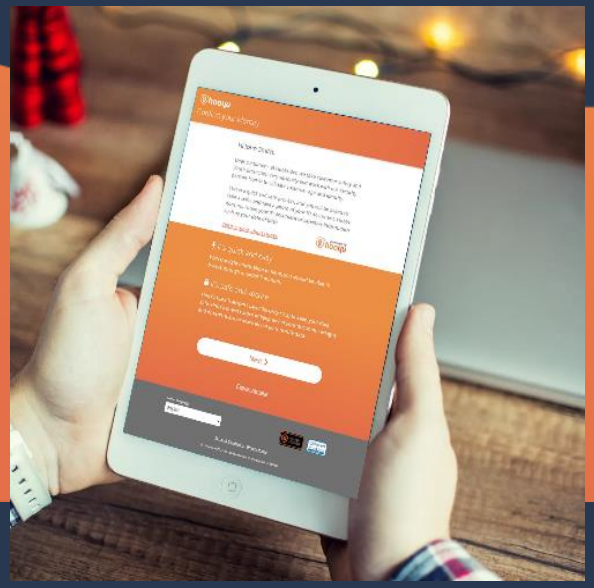
06

Deploy & measure

- Dashboard journey MI
- Test new journeys
- Client implementation handholding
- Client success support

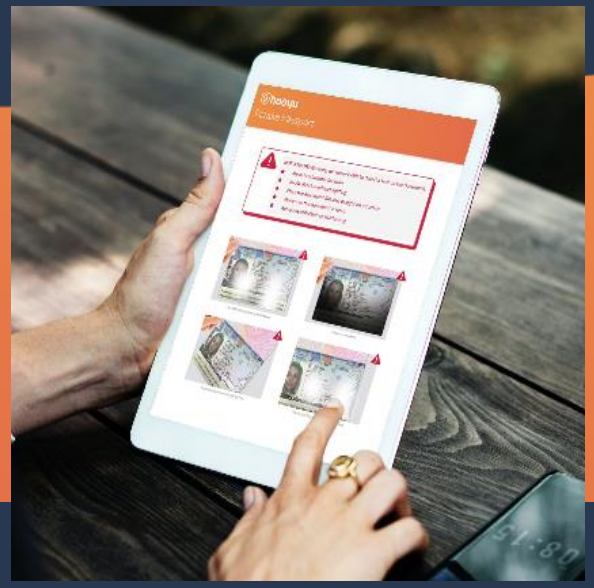
Journey

Refined UI & UX to drive best practice in customer onboarding



Journey guidance

How we direct the user in-journey to maximise completion



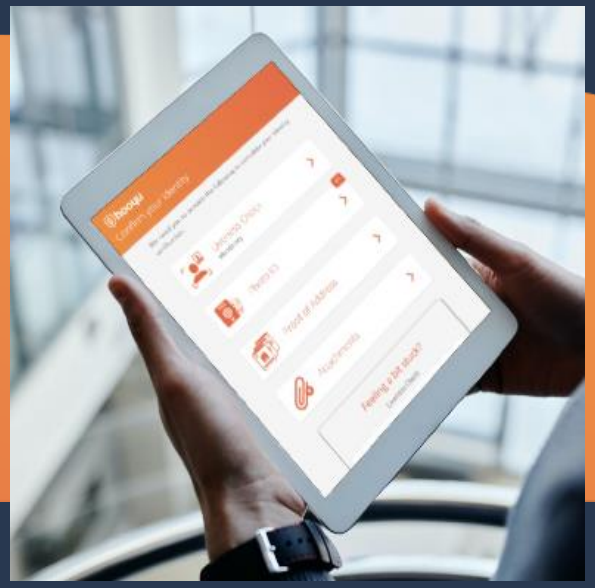
Real-time feedback

How we give dynamic support to drive conversion



User outreach tools

How we engage the user to complete the journey



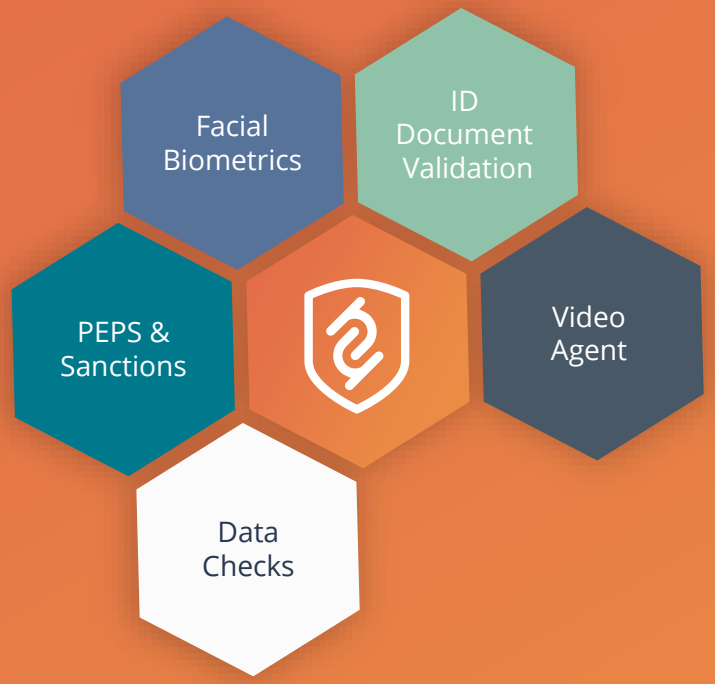
Customisation

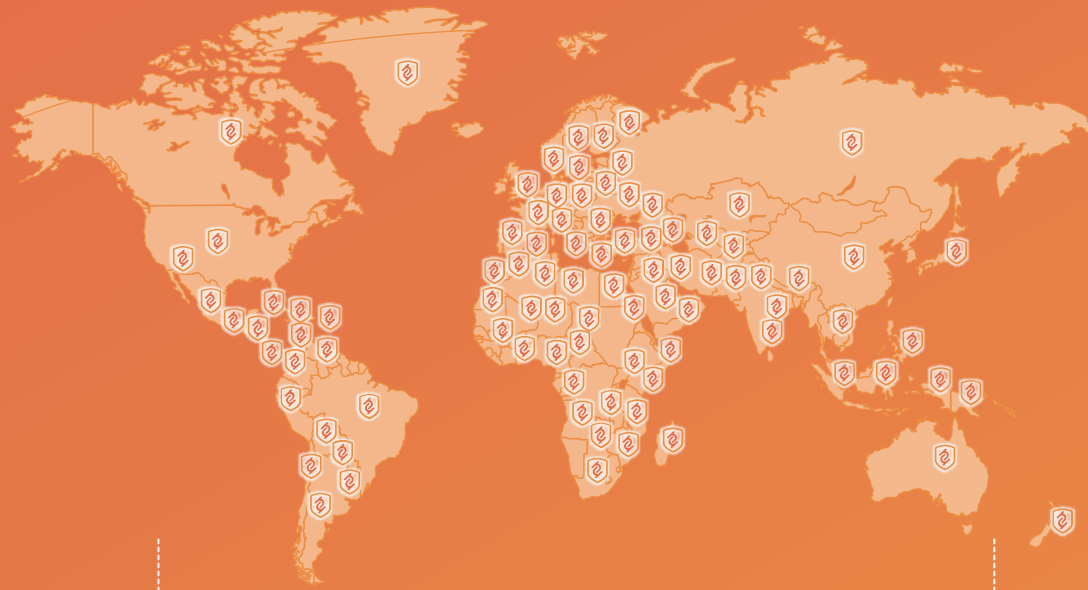
How clients can tailor the journey to their user

A globally capable platform

Designed for global compliance

Clients can build journeys for multiple geographies with differing compliance requirements





Engineered for global ID document validation

HooYu has now verified ID documents from **238 countries**

Refined for global users

UI supports **24 user languages** with auto language detection



Thank you

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NatWest

We've been able to work with HooYu to improve our onboarding journey for customers and within that journey we've been able to reduce the time taken to open an account

BETFRED

HooYu has created the best possible KYC process when customer documentation verification is required

VANQUIS

By adding HooYu to our KYC tools, we can improve some of our higher risk customer processes and can now facilitate customer requests without asking the customer to post in copies of documentation