# NorthRow

# How manual customer verification is harming your business.

Uncover the common friction points in ID verification and the adverse impact they can have on your business.

## Drawn out verification processes

Today, customers expect **quick and seamless interactions,** but prolonged verification steps lead to frustration. Manual customer verification requires **significant time to complete, often stretching hours or days.** This creates delays that can frustrate customers and **slow down business operations**, especially in industries where speed is critical.

**James Bright** 🇬🇧
Additional docs required

## Complex or invasive requirements

Asking for excessive or unnecessary personal information makes users feel **uncomfortable and can appear distrustful**. Examples include asking for proof of address when it's not essential or **requiring additional documentation when simpler verification options exist.** Overly complex requests - like requiring specific file formats or high-resolution scans - create **obstacles for less tech-savvy users.**

## Lack of communication with customers

Manual processes often **fail to keep customers informed throughout the verification process.** Without timely updates, customers are left wondering about their onboarding status, leading to frustration and decreased trust in your business. Inconsistent updates during the verification process leave customers feeling **uninformed and anxious about their progress.**
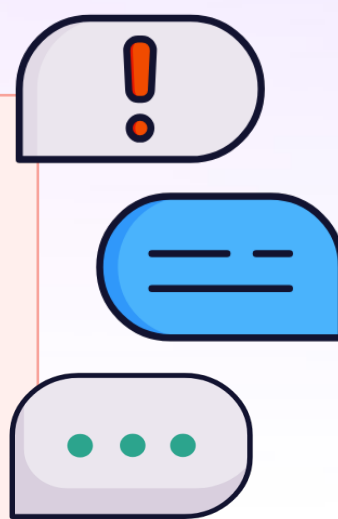
## Increased cost and risks

Relying on manual checks is not only labour-intensive but also **less effective at detecting fraud and financial crime.** Businesses face higher operational costs and greater exposure to fraudulent activities. The **manual nature of these processes introduces room for mistakes,** such as incorrect data entry or missed red flags. These errors can disrupt customer experiences and even lead to security vulnerabilities.

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## Resource-intensive workflows

Manual verification requires a **significant commitment of both time and personnel, creating inefficiencies** that strain resources. Teams are often bogged down by repetitive, low-value tasks such as cross-checking documents, validating data, or manually approving applications. The **inefficiency of manual workflows creates a bottleneck** that hampers productivity and adversely affects growth.

**Request a demo** of our AML software at northrow.com and see how you can successfully carry out remote verification checks in seconds, not days.

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