

Garanti BBVA

The concept of branchless banking is not a new one. As the capabilities of networks and mobile devices have advanced over time, the convenience and ease of processing transactions on the go has practically made the concept of visiting a branch a foreign concept. Financial services companies and banks have made great strides in providing customers with remote access to their accounts in recent years, but there remains many processes and transactions that still require a branch visit, primarily when it comes to opening a new account.

Garanti BBVA was one such bank looking to address the concept of branchless banking head on. As one of the top banks in Turkey's very competitive market, Garanti BBVA wanted to be able to reach new customers, cut down on operational costs, and take a leadership position in providing hassle-free banking services to its more than 15 million customers. The only remaining question was admittedly a complicated one: How to do it?



The Reason for Branchless Banking

The purpose of in-person onboarding is a simple one: knowing your customer. Face-to-face onboarding is a process by which an institution confirms that the documents they present match up with the person presenting them. It provides the bank or financial services company with the foundation to build a successful customer relationship for years to come.

Branchless onboarding, however, presents a number of critical challenges. One is fraud prevention. It is critical that every step is taken to prevent a person from fraudulently opening an account in another person's name. By not performing this process in person, the bank is potentially opening itself up to fraud concerns. Another is technological constraints. What available technology can effectively simulate the onboarding, know-your-customer process remotely? Is there a solution that can both read and confirm the authenticity of identification documents, and match them to the person presenting them?

While exploring answers to these questions, the COVID-19 pandemic arrived and exacerbated the problem; forcing most of the population into their homes and greatly reducing customer desire to visit public locations. The pandemic also drove more people than ever to their phones and smart devices, greatly increasing consumer demand for convenient, mobile-based transactions and functionality. The lifestyle changes brought on by the pandemic also encouraged the Turkish government to adjust legislation to permit the very mobile solutions Garanti BBVA was working toward in the first place. Now the door was officially open for Garanti BBVA to solve the branchless banking problem.

Biometrics Hold the Key

It soon became clear that the only solution available to satisfy Garanti BBVA's needs lied in the realm of biometric technology. Only biometrics could provide Garanti BBVA with the high level of security the bank required, with the convenience and ease of use modern consumers desire.

Today's biometrics are mobile, using the cameras and microphones found on modern smart devices and phones to perform face and voice matching capabilities that far exceed contemporary password-based methods. They are also fast and easy to use, employing simple face or voice prompts to confirm a match within seconds. Modern biometric solutions also frequently incorporate document authentication capabilities, ensuring that an identity document—whether it be a driver's license, passport, or similar—is legitimate, and not a counterfeit.

With these benefits in mind, Garanti BBVA set about to locate a biometrics provider that could best satisfy these lofty needs. After reviewing options from biometrics companies around the world, Garanti BBVA opted for a pioneering company in the field, with more than 25 years' experience: Aware.

The Aware Biometric Solution

Aware's Knomi mobile biometric authentication framework provided Garanti BBVA with the secure, convenient mobile onboarding solution they needed to expand into new remote customer markets. With options for both face and voice matching over virtually any mobile device, advanced liveness detection to ward off potential fraudsters, and highly accurate document authentication capabilities for over 6,000 documents worldwide, Knomi was the all-in-one solution Garanti BBVA needed to onboard new customers safely and conveniently, from virtually any location.

Knomi's options for server-, device-, and web-based solutions allowed Garanti BBVA to address regulatory concerns in Turkey, preventing customer data from leaving the country. Aware was also able to provide Garanti BBVA with an on-premise solution to help with this requirement, and deliver world-class customer support after the fact to ensure the deployment was a success. In Knomi and Aware, Garanti BBVA had all the options and flexibility they needed to design the solution to their needs.

The Knomi Impact

The Knomi framework allowed the IT department of Garanti BBVA to build a mobile eKYC solution in compliance with the Turkish regulations and at the same time to reach more customers and offer an innovative new form of customer interaction while providing more convenience and security to customer base in the Garanti BBVA mobile app.



Local Presence

The local partner of Aware, DVA Bilgi Teknolojileri A.S. took a role in the project. DVA team helped a lot to customize the solution to Turkish regulation. The technical expertise and the project management skills of DVA team was crucial to deliver the solution according to the scope.

Interested in learning more about Knomi?
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Aware is a leading global provider of software products and solutions for biometric identification and authentication. They are used for variety of applications including financial services, enterprise security, border management, and law enforcement. Aware is a publicly held company (NASDAQ: AWRE) based in Bedford, Massachusetts.

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