Enterprise Identity Verification



Case Study

Home Credit Cuts Onboarding Costs by 99.75% with Multi-Layered Fraud Prevention

INNOVATRICS

Home Credit was founded in the Czechia in 1997 and grew into an international consumer finance group. Its core market was customers that traditional banks overlook, mainly those with little to no credit history who often take their first loan at mobile operator stores or small retail shops. The company carried that model to the Philippines, Vietnam, Indonesia, and Kazakhstan. Growth there was fast, and every new borrower still had to complete identity verification with certainty before a loan could be approved.

Capturing Out-of-Reach Customers

- **Onboarding** high volumes of **applicants remotely**
- **Support national IDs** and other identity documents
- **Automate risk management** and fraud screening

Onboarding meant in-person visits to a mall or Home Credit branch. It could take up to 5 weeks to onboard a single customer, and each onboarding cost the company $20. People living far from a branch were effectively out of reach. ID checks were unreliable, and the repayment rate sat at 80 percent.

Home Credit wanted to extend loans to customers wherever they lived, which meant moving onboarding online. A remote process had to handle high application volumes, read the identity documents in use across multiple markets, and keep fraudulent applicants out without adding friction to sign-up.

Multi-Layered Fraud Prevention Across Each Channel

- **Detect duplicate identities** via biometric search
- **Support credit risk scoring**
- Read **up to 9 identity documents** per country

Innovatrics built a biometric identity management system for Home Credit that provides multi-layered fraud prevention. The system supports up to nine identity documents per country. To verify a customer, it reads the document, runs a liveness check on a selfie and matches the face to the ID photo. It then searches the applicant against the face and fingerprint records of all enrolled customers, flagging anyone already registered under a different identity before a loan is approved.

Customers can enroll on-site or remotely through the mobile app and web page. Every applicant is tied to a single verified identity, so the repayment history Home Credit collects stays with the right person. Someone who defaults cannot come back under a new name with a clean record. That verified identity also gives Home Credit a reliable basis for credit risk scoring.

Lower Fraud Exposure with 98% Repayment

- **100,000 customers** onboarded daily
- Highly **improved onboarding** completion rate
- **Repayment rate** up from 80% to **98%**

Home Credit approves and grants loans at its branches, partner stores, or remotely through its app and website once a customer passes the identity verification check. Onboarding that once took 5 weeks now takes 5 minutes, and the cost per customer fell from $20 to $0.05.

Around 100,000 customers go through the onboarding process every day across five markets, and a far larger share of them complete it than before. Fewer fraudulent applications reach approval, and repayment rates climbed from 80 to 98 percent.

One Identity Check Across Resellers

Home Credit distributes many of its loans through partners such as mobile operators and small retail stores. Each partner follows the same identity verification process. A loan signed at a corner shop goes through the same checks as one approved in a Home Credit branch.

Coverage for Local Documents in Every Market

Each of Home Credit's markets has its own national ID and its own mix of other identity documents. The system reads up to 9 of them per country, so an applicant in Kazakhstan, where IDs are printed in Cyrillic, goes through the same steps as one in the Philippines.

Stopping Fraud with a Centralized Database

Home Credit uses a centralized blocklist of known fraudsters across all onboarding channels, whether agents onboard customers on tablets or applicants apply through the mobile app and website. Every application is checked against this blocklist across all devices to automatically prevent identified fraudsters from accessing services.

Before	After
80% repayment rate	98% repayment rate
5 weeks to onboard a customer	5 minutes to onboard a customer
$20 per onboarding	$0.05 per onboarding

"Innovatrics' industry-leading facial biometric and identity management technology is at the core of Home Credit's remote onboarding applications in 5 key markets. More importantly, Innovatrics is a reliable, innovative, and trusted partner."



Jan Krpalek
Data Science Lead, Home Credit Philippines

About Us

Innovatrics helps governments, enterprises, and their partners deliver trusted identity services. We design industry-tuned biometric identity solutions that help people prove who they are with minimal friction. From national ID systems and border control to criminal investigations and digital onboarding, our solutions are built for real-world conditions and trusted in large-scale deployments worldwide. Since 2004, we have helped partners deliver identity systems used by more than a billion people.

Contact
Sales@innovatrics.com
www.innovatrics.com

Brasil
+55 11 4210-5185

USA
+1 404 984-2024

Slovakia (HQ)
+421 2 4922 3000

Singapore
+65 3158 7379

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