Case study

Reusable KYC (Know Your Customer)

How HSBC Bank speeds up customer onboarding and improve user experience with seamless sign-ups using Privado ID.

HSBC, the largest bank in Hong Kong, was founded in 1865 and has about 220 branches across the city.

The bank faced challenges with slow and repetitive customer onboarding on its various platforms, causing them to lose potential customers and miss opportunities for new account sign-ups.

Simplify user authentication across multiple platforms with reusable credentials.

HSBC uses Privado ID to speed up customer onboarding for its PayMe app, a digital wallet with over 3 million users, by reusing existing KYC data.

To make the process smoother, HSBC is:

- Reusing KYC credentials to avoid repeated verifications.
- Using offchain verification with Privado's Verifier SDK to reduce steps for users.
- Allowing selective data sharing (Selective Disclosure), so only essential information is shared.

This case study shows how Privado ID can simplify user authentication across multiple platforms.