






Board Smart

Smart Customer Onboarding Solution

marketTM
simplified

What Goes Wrong With Customer Onboarding?

-  Time consuming
-  Lengthy due diligence process
-  Multiple physical documents
-  Prone to form filling errors
-  Difficulty in tracking approvals



Only **10%** of account application gets completed



Traditional paper based process cost **20** times more than electronic based one.

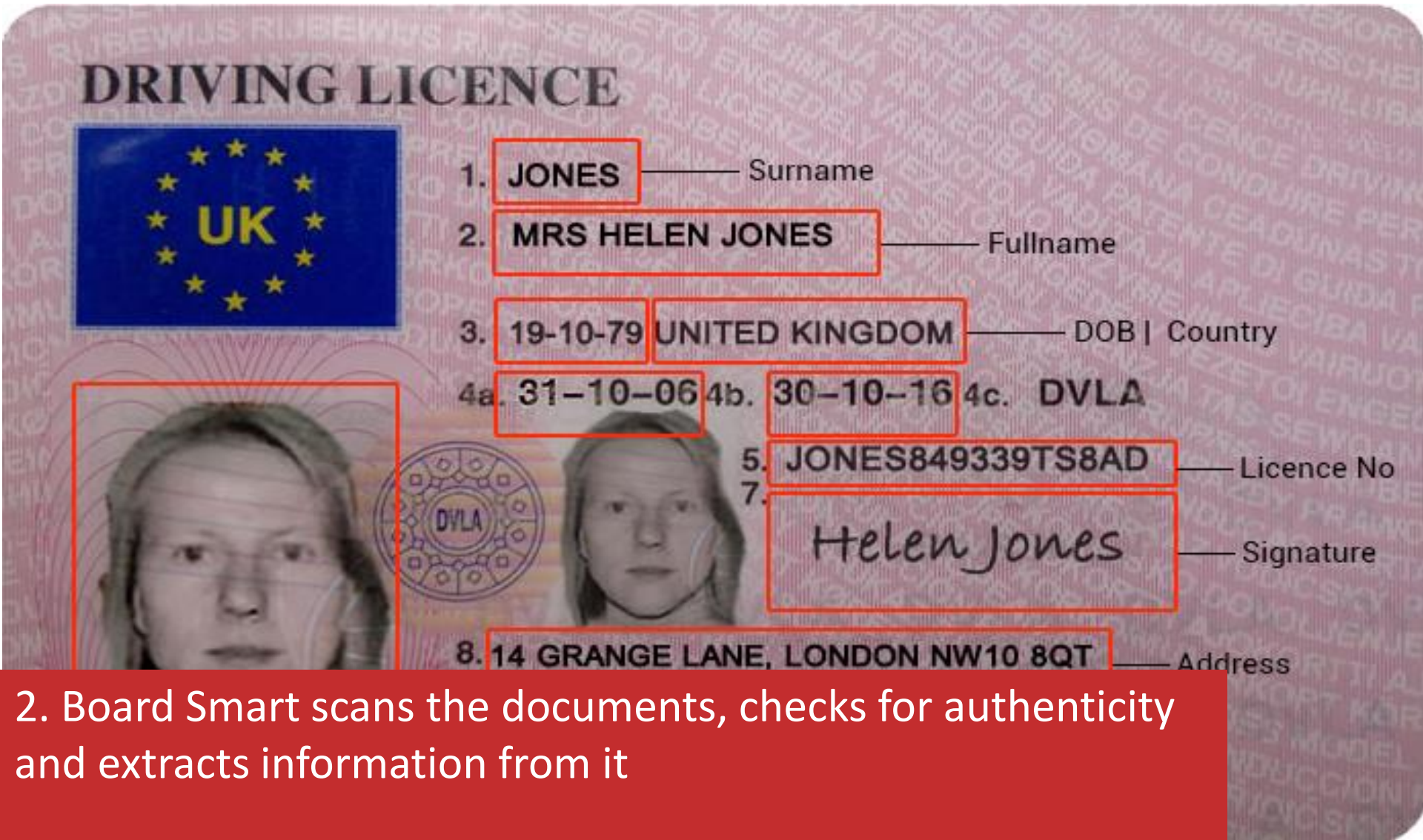
Your most unhappy customers are your greatest source of learning. - *Bill Gates*

Smart Onboarding – Customer Flow



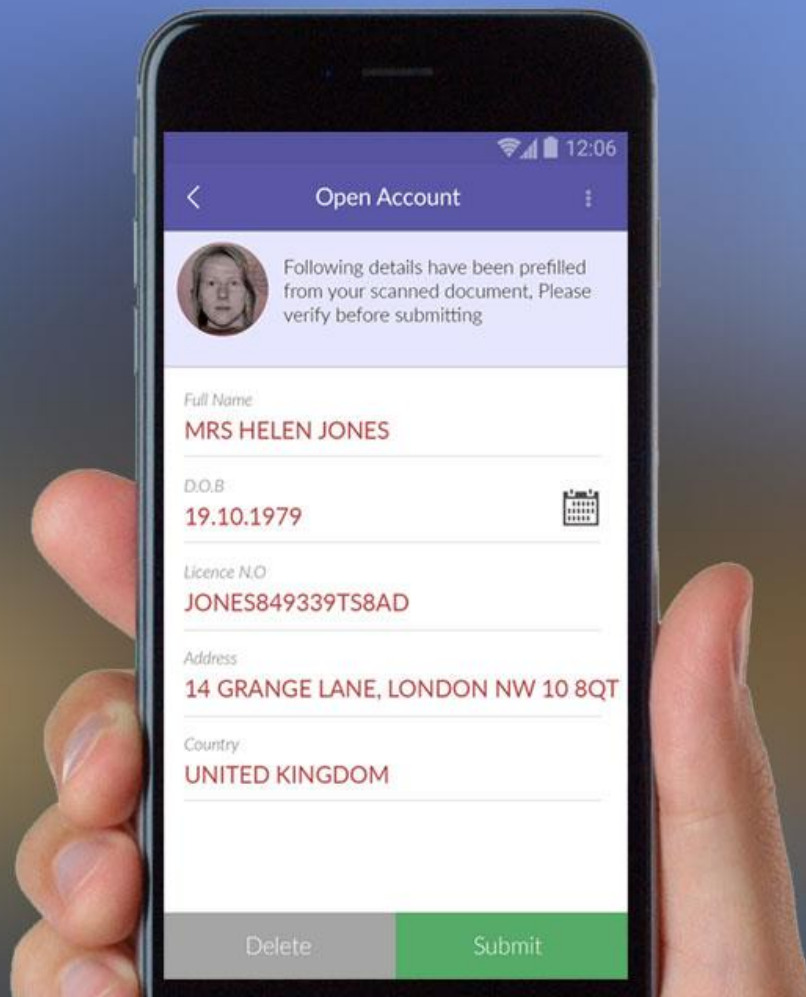
1. Customer clicks the KYC documents through Board Smart Mobile Application

Smart Onboarding – Customer Flow



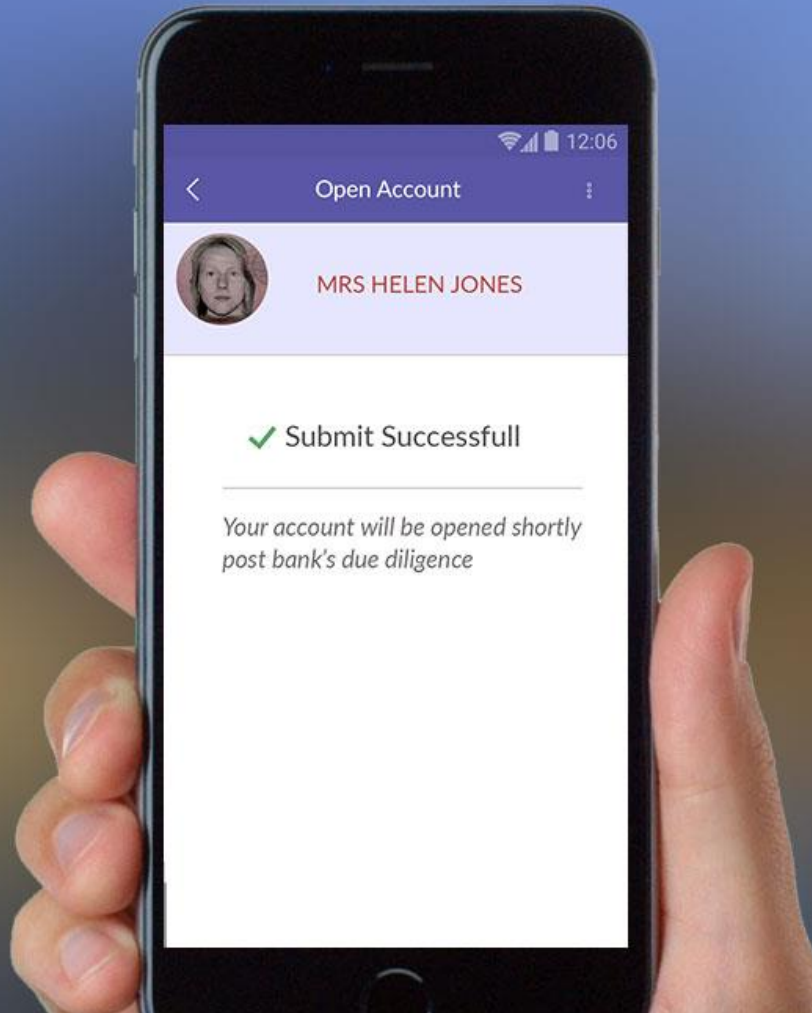
2. Board Smart scans the documents, checks for authenticity and extracts information from it

Smart Onboarding – Customer Flow



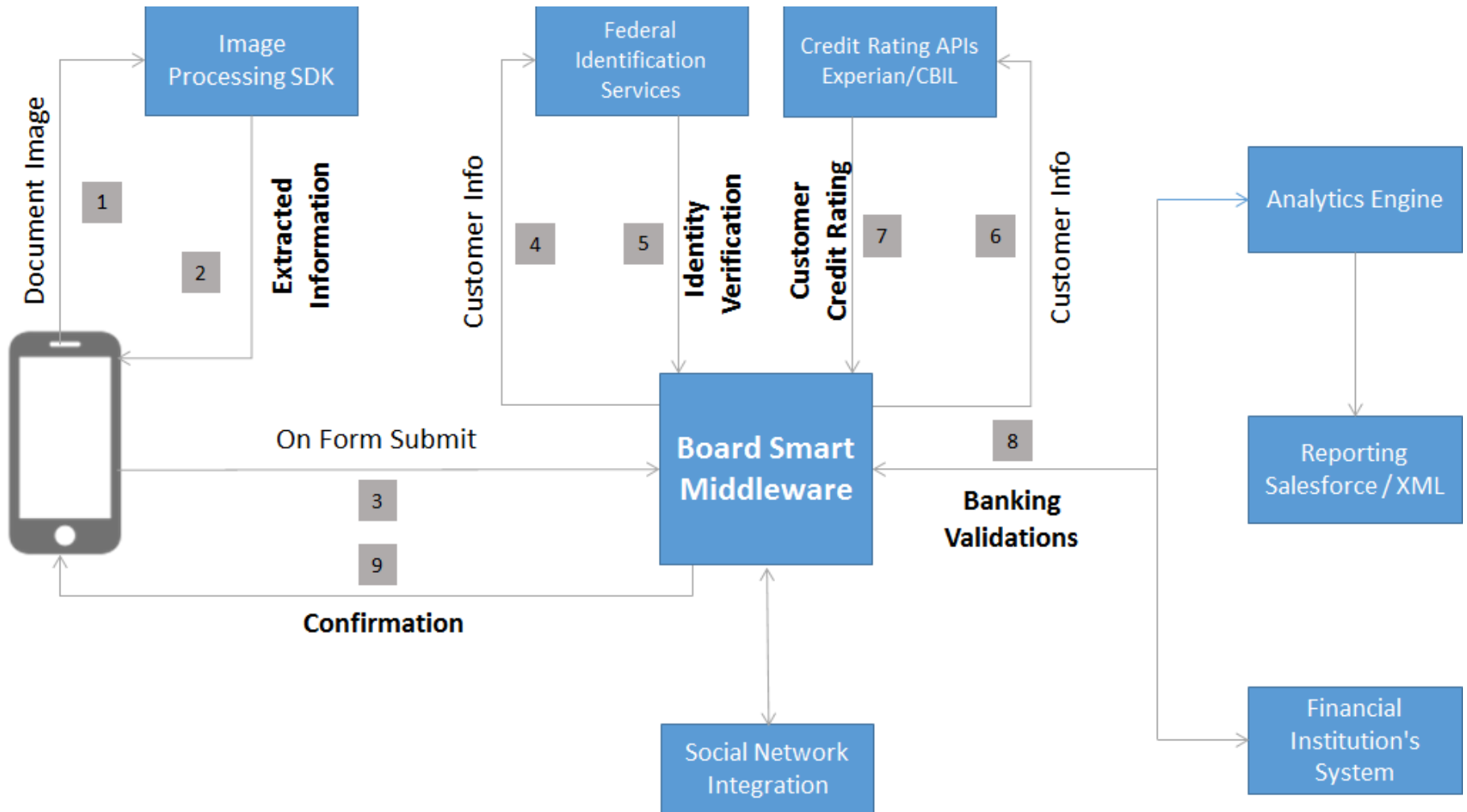
3. Board Smart prefills the Account Opening application with the extracted information

Smart Onboarding – Customer Flow



4. Data is sent to the financial institution's system for processing and the account gets opened to the customer

Smart Onboarding – Behind The Scene



Why Turn Smart ?



Reduce operational **Cost**
with no paper forms



Get customer insights through
Analytics and **Reporting**



Delight your
Customers through seamless
and transparent process



Cut turnaround **Time** with a
swift process flow



Improved **Quality** Control for
better customers

The purpose of a business is to create a customer. - *Peter Drucker*

Follow us on

 [.com/marketsimplified](#)

 [.com/marketgomobile](#)

 [-groups/mobile trading](#)

 [.com/marketsimplified](#)

Vasanth Jayaraman

AVP Business Development

vasanth.j@marketsimplified.com

Mobile +91 98406 25116

Office : +91 (44) 39123000

USA: Registered Office

Market Simplified Inc.

802 Woodfield Road, Suite 400
Schaumburg, IL 60173,
USA

India: Development Center

Market Simplified India Ltd.

13th Floor, Zenith Building,
Ascendas International Tech Park,
CSIR Road, Taramani,
Chennai 600 113
Ph: +91 - 44 - 30903090