

Digital Transformation: Which Way Forward?

Four mobile capabilities that show you're on the right path



Mapping a successful route through the complexity of **Digital Transformation Can Be Daunting.**

However, the big-picture trend is clear: Mobile is a cornerstone of your customers' digital interactions.

83%

of IT decision-makers agree that the customer demand for **BETTER MOBILE EXPERIENCES** is driving digital transformation.¹

ONE in FOUR bank customers is mobile-first.²

Among online U.S. adults, **36%** are active **MOBILE banking users**, nearly 3X the number of mobile banking users in 2011.³

The pace of **digital transformation** is expected to **ACCELERATE** through 2020.⁴

90% of new customers abandon **ACCOUNT APPLICATIONS** before they are completed.⁵

According to Forrester, **64%** of banks **HAVE LOST** deals and revenue due to problems with their onboarding.⁶

Simplify your digital transformation path. Focus on these four key capabilities that remove friction from your customers' mobile onboarding, while affording you better data and improved compliance:

01

IMAGE QUALITY

On-device OCR is critical to avoid latency while optimizing images.

- Easy and accurate capture, the first time
- Cleans, correctly orients and de-skews image
- Provides smoother customer experience

02

OMNICHANNEL EXPERIENCE

Customers appreciate one-time information entry that populates across channels.

- Enter information one time
- Start onboarding in one channel, continue in another
- Omnichannel consistency reduces defection rates

03

ID VERIFICATION & AUTHENTICATION

Meet KYC standards and reduce fraud with 100% automated mobile technology.

- Mobile ID verification confirms document authenticity
- Mobile facial recognition compares live and stored applicant photos
- Technology helps ensure regulatory compliance

04

ACTIONABLE INSIGHT

Spot trends and leverage valuable information via dashboard efficiency.

- Check performance spikes and drop-offs
- Note bottlenecks and costs-per-channel
- Measure effectiveness of mobile deployment over time



Ready to turn the corner on better mobile onboarding?
Download your copy of the eBook,
**"Navigating the Digital Transformation Maze:
Let Mobile Capture the Lead in
Customer Onboarding."**

To learn more, visit www.kofax.com/mobile

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¹ Ping Identity, The State of Digital Transformation Report, 2016

² Forrester, The State of Mobile Banking, 2015

³ Forrester's North American Consumer Technographics Online Benchmark Survey (Part 1), 2015

⁴ A.T. Kearney, Going Digital – The Banking Transformation Roadmap

⁵ Cornerstone Advisors, Fifth Edition <https://www.cristone.com/>

⁶ <https://www.pega.com/insights/resources/client-centric-onboarding-hopes-and-realities-global-banks>