

# Merchant Onboarding

The all-in-one digital merchant  
onboarding platform





## What is CRIF Merchant Onboarding?

Digital **Merchant Onboarding** is the CRIF end-to-end platform that empowers businesses to streamline operations, reducing cost to serve, with a simple and secure customer experience. A wide dataset and digital capabilities are integrated and orchestrated to generate a smoother customer experience for merchants to support them with two approaches: fully digital (self-onboarding) or with the remote support of an expert.

## Main Features of CRIF Merchant Onboarding?

- **Merchant** and contact information
- **Product/Service** selection
- **Business** information
- **Remote** identification
- **Bank** account connections
- **AML** module
- **Document** uploading
- **Contract** & signature
- **Monitoring** & client loyalty

## Key Performance Indicators


**>95%** | Biometric comparison conversion rate

**80%** | Conversion rate within 24h from start of the process

**>5min** | End-to-end process time

**>90%** | Average NPS

## Why use CRIF Merchant Onboarding?

-  Ready-to-use solution
-  Flexibility, allowing the customer to use APIs only or the full solution
-  Lower license and operational costs
-  Low maintenance costs
-  Increased margins