



GDC™



Remitly

FOCUSING ON THE ROAD, NOT THE ROADBLOCKS.

Remitly makes international money transfer easier than ever so immigrants can take care of their loved ones back home.

When Remitly decided to ramp up their growth, they needed a solution that wouldn't slow their maturing markets as they entered emerging markets.

Customers must be confident in knowing that their hard-earned money will be delivered on time and to the right person. Building this trust can be difficult; many customers find themselves using a digital solution for the first time. To build trust with customers, Remitly needed a frictionless customer onboarding experience to make that shift to digital as smooth as possible. Because a large portion of its customer base resides in underdeveloped or emerging markets, finding accurate, available identity data became a challenge. At the time, Remitly's identity verification solution was falling short.

WHY REMITLY CHOSE GDC

Being a financial service provider, Remitly integrates Know Your Customer compliance into everything they do. Each customer must be verified before successfully onboarding with Remitly. If everything goes right, the customer won't have to provide additional document verification. But, how can they accurately verify their customers when data is unavailable or out-of-date?

UNIQUE DATA MODEL



Each member of GDC's Consortium of data providers are carefully vetted to ensure the highest quality data. Furthermore, housing the identity information on the data providers' servers keeps it frequently updated and accessible in real time.

Because GDC opts for local data providers, GDC customers like Remitly take advantage of the in-depth knowledge and familiarity of country specific rules and regulations.

FLEXIBLE AND ACCESSIBLE



Remitly's ambitious growth goals were met with an equally ambitious sales and account management team. With clear communication and a team that was there to assist every step of the way, Remitly found GDC flexible enough to accommodate changing circumstances and accessible enough to get support in a quick and timely manner.

COVERAGE



Because most customers reside in underdeveloped markets, Remitly experienced a lack of available data. GDC's Consortium of data providers gave Remitly access to high quality, local data from a variety of authoritative data sources in over 56 countries.

WHAT GDC DID

After initial communications, GDC met the Remitly team at their headquarters in Seattle twice to kickstart the partnership by developing a deep-rooted, personal connection. A series of conversations with Remitly's Head of Compliance and product teams about their company strategy gave GDC the information they needed to map out the road to strategic success.

Paperwork? Check. Proof of concept? Check. The Remitly product team was now working closely with GDC to customize their response objects from the Worldview API and configure their instance according to their business standards. Once finalized, the GDC team set off to integrate the Worldview API with Remitly and went live!

GDC continues to work with Remitly after the initial finalization to optimize match rates as much as possible. Since finalization, GDC has taken two technical deep dives into Remitly's integration. GDC realized Remitly's target market was not aligning with traditional sources of identity and set out to source additional data providers specifically for Remitly's markets.



THE IMPACT

Success at Remitly equals the percentage of successful electronic identity verification instances without requesting additional documents. After one year with GDC, Remitly experienced an increase of over 700 basis points in their emerging markets.