

Identity Verification for Professional Services

**Fast, convenient and accurate
customer ID verification**



LEMVERIFY

CASE STUDY



Harold Benjamin

LEGAL MINDS *business thinking*

Harold Benjamin is one of the UK's leading law firms, specialising in real estate, business law and private client legal services.

haroldbenjamin.com

The ID Verification Challenge

Like all professional service firms, Harold Benjamin must run AML and KYC checks as part of day-to-day business. Their legacy process used a suite of digital tools, but clients still had to make in-person visits to the office to personally verify their identity. As well as being a high-effort task for the client, there were times when transaction and instruction deadlines were impacted.

Harold Benjamin were also very reliant on certified copies for document verification. They were looking for a way to **reduce fraud risk** and **increase confidence** in verification processes.

They recognised that a new verification tool could improve efficiency, reduce risk and **improve the client experience**. However the standard solutions (typical starting costs of £50K+ per year) were priced for large enterprises rather than mid-market firms like them.

LEM Verify gave them "...a renaissance moment in Anti Money Laundering / Identity Checking for law firms and this is what we believe is the new standard of identity checking for legal services in the future".

Jamie Abrahams,
Operations Director, Harold Benjamin.



Harold Benjamin found only one solution that met their business and regulatory needs: **LEM Verify**

Harold Benjamin's Requirements

Harold Benjamin wanted a **faster** and **friction-free** way of verifying IDs, that fully met their AML needs, and also stopped clients having to visit their offices just to present documents. As well as a better customer experience, core needs



Easy to implement:

- No IT integration
- No set-up fees
- No annual fees



Compliant with local regulatory and data protection laws



End-to-end automation:

- No IT integration



Quick, low-effort customer experience:

- No app to download
- Easy to use, low-friction experience
- 24/7 availability



Instant verification and authentication of different international documents



Straightforward access to customer information



LEMVERIFY

lemverify.com

sales@lemverify.com

UK Registration Number: 10546666

UK ICO Registration Reference: ZA277965

How Harold Benjamin Automated Their Verification Process

Without any IT integration or complex development, Harold Benjamin was set up and using LEM Verify to confirm new customer identities. The **simple, app-free process** means their clients are sent a Harold Benjamin branded email or SMS. Following the link, the clients easily and securely upload their ID documents and then follow simple on-screen instructions to prove they are the actual owner of the document.

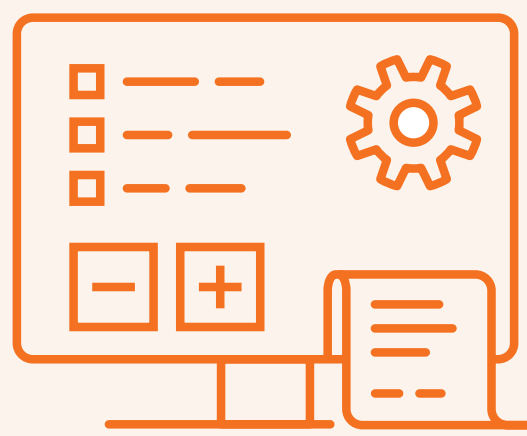
Clients are able to **complete their ID checks quickly and easily from home**, rather than have to visit the law firm office, and Harold Benjamin are compliant with their legal and regulatory requirements.

The entire verification process is automated end-to-end. Where some legacy providers still demand manual checks and inputs, the LEM Verify solution automatically delivers a full AML/KYC report. No delays, fast flow and **no complex integration effort**.

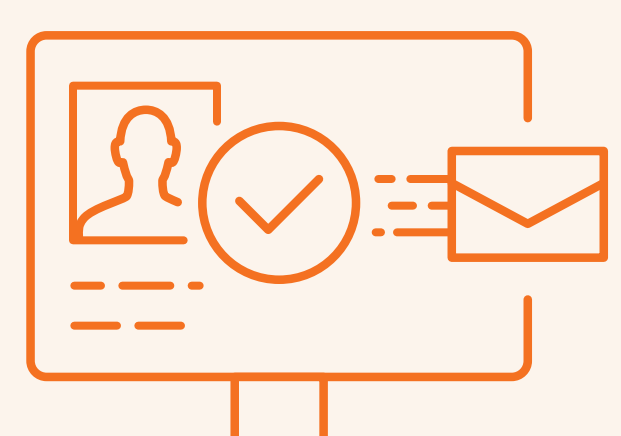
Simple set-up and launch



1 Open LEM Verify account. No set-up fees or IT integration.

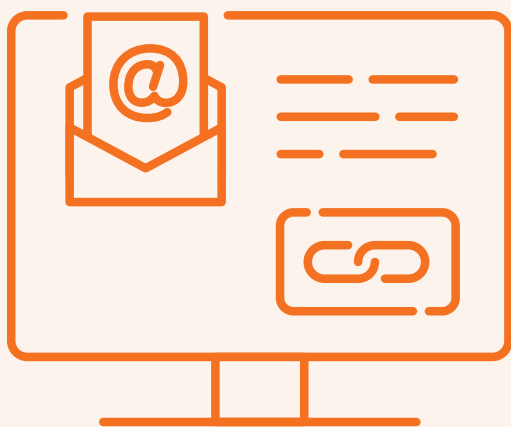


2 Customise branding and personalise settings.

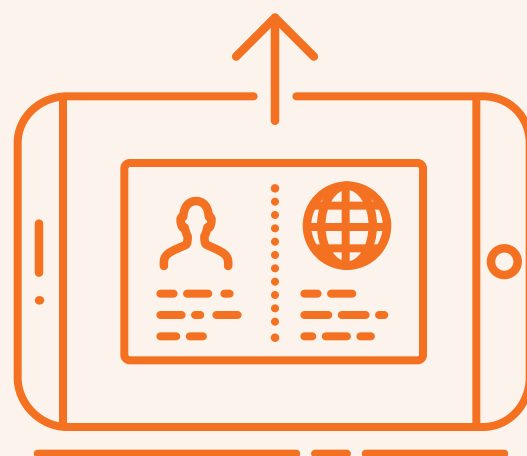


3 Start verifying IDs within minutes: send email or SMS to customers.

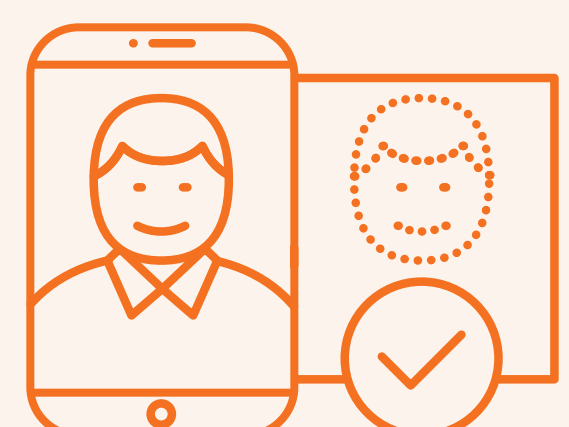
Fast and easy customer experience



4 Get branded link from provider. No apps to download.



5 Use smart device: phone/tablet/computer to upload photo of ID documents.



6 Look in to the camera: facial biometrics check to eliminate fraud

*"The efficiency of this solution has effectively cut down the entire process of our Anti Money Laundering from **a few days turnaround to literally a few minutes** for people to be verified. This is a revolutionary technological achievement in client service delivery for our firm."*

Jamie Abrahams,
Operations Director, Harold Benjamin.

About LEM Verify

LEM Verify is a UK-based RegTech specialising in identity verification. As well as confirming the authenticity of identity documents, the machine learning algorithm uses the video camera on smart devices to match faces to documents and deter fraud. This use of “facial biometrics” means that customers can easily submit ID documents without having to go through the inconvenient and time-consuming approach of presenting them in-person.

LEM Verify’s solution is designed to deliver compliance at low cost. Whatever the KYC, AML and CDD challenges are, LEM Verify takes away the need for manual document checks and helps firms deliver a smooth, efficient customer experience. Automating ID verification in this way reduces on-boarding time and expense.

Code or no code?

LEM Verify is fully web-based. There is no app to download for companies or customers – they do everything through their browser.

As shown on the previous page, clients can open an account and start verifying within minutes. The secure dashboard shows all client documentation and results. The integration hub also gives the option of connecting in to other systems such as SmartSearch AML and other best-in-class companies.

Although designed as a “no-code” solution, LEM Verify offers REST APIs and webhooks for any client who wants to integrate identity verification with their current onboarding and KYC workflow.



Pay As You Go

LEM Verify is flexible and scalable. Unlike other providers, it is free to set up and there are no annual fees. Clients simply pay for each verification request that is sent out. Log in to see the pricing tiers.

Compliance and Security

The verification results and KYC reports meet regulatory requirements through documentary evidence. Combination verifications, using facial recognition technology next to document verification powered by a machine learning algorithm (which supports many international documents) delivers on fraud elimination objectives. For more information on regulatory support, and how LEM Verify can redact the customer data that companies should not inadvertently store, contact us.

Award winning technology

LEM Verify has already won two major legal awards:

- The 2019 Legal Practice Management (LPM) “**Service Delivery Efficiency and Innovation**” prize for its collaboration with a leading UK legal firm
- The Legal Week 2019 “**Future of Legal Services Innovation**” prize

Both of these awards showcase how LEM Verify is making an impact on the KYC, AML and CDD compliance requirements across industries.

