

# Global Workspace Leader Transforms KYC Process with ServiceNow CSM

In today's business environment, Know Your Customer (KYC) processes are critical for organizations to maintain regulatory compliance, manage risk, and ensure customer trust. These processes, while essential, often create bottlenecks in customer onboarding due to complex documentation requirements, diverse regulatory standards across jurisdictions, and time-consuming manual verification procedures.

A leading global provider of flexible workspaces, operating in numerous countries with varying compliance regulations, faced significant challenges with their KYC assessment process. Their manual approach led to extended processing times, inconsistent application of compliance standards, and a growing backlog of customer cases. As their business expanded globally, these inefficiencies impacted operational performance and customer satisfaction during the onboarding process.

Recognizing that modernizing their KYC process was essential for maintaining competitive advantage, the organization partnered with INRY to implement ServiceNow Customer Service Management (CSM) as a comprehensive solution for automating and streamlining their KYC operations.



## Key Challenge: Complex Compliance in a Global Operation

The workspace provider's KYC process faced several critical challenges that needed immediate attention:

- **Compliance Complexity:** Operating across multiple jurisdictions required adherence to diverse regulatory standards, making consistent compliance difficult to maintain and audit

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- **Manual Processing Bottlenecks:** Teams were manually reviewing and processing KYC documentation, leading to significant delays in customer onboarding and increased operational costs
- **High Case Volumes:** As the business expanded, the growing volume of KYC cases overwhelmed service teams, creating backlogs and impacting customer satisfaction
- **Limited Visibility:** Without centralized tracking and reporting, leadership lacked real-time insights into compliance status, processing efficiency, and potential risk exposure

## Leveraging ServiceNow CSM for KYC

INRY worked closely with the customer to implement a tailored ServiceNow CSM solution. Using our proprietary Process Area-Specific Sprints (PASS) methodology, INRY delivered a comprehensive transformation of the KYC process. The implementation focused on three key areas:

### 1. Automating KYC Workflows

The solution implemented automated workflows with dynamic forms that adjusted based on customer location and risk profile

This ensured the complete capture of relevant information while Leadership the insights they need to measure, analyse, and constantly improve HR efficiency, maintaining compliance with jurisdiction-specific regulations. Key capabilities included:

- **Custom KYC Forms:** Digital forms tailored to the specific requirements of different jurisdictions, ensuring all necessary information was captured correctly
- **Intelligent Case Routing:** Automated assignment of KYC cases to appropriate teams based on risk scoring, customer type, and geographic location
- **Approval Automation:** Multi-level approval workflows configured to match regulatory requirements, with automatic escalation for high-risk cases

### 2. Seamless System Integration

INRY implemented comprehensive integrations with critical third-party data sources to enable real-time verification and validation:

- **D&B (Dun & Bradstreet):** Automated synchronization of customer data and real-time updates of customer ratings in ServiceNow

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- **TransUnion:** Automatic retrieval and updating of customer credit ratings and risk scores
- **OSA (Operational Security Assurance):** Real-time updates of security-related customer data to support enhanced compliance monitoring
- **Service Bus:** Integration enabling seamless data flow between different systems and ensuring real-time updates across the platform

## 3. Advanced Reporting and Analytics

To provide leadership with complete visibility into KYC operations, INRY implemented:

- **Custom Dashboards:** Real-time visibility into KYC case volumes, processing times, approval rates, and compliance status
- **Audit Trails:** Comprehensive tracking of all activities, providing transparency and traceability for regulatory purposes
- **Risk Analytics:** Automated risk scoring and flagging of high-risk cases requiring additional scrutiny

## Measurable Outcomes: Transforming KYC from Bottleneck to Business Advantage

The implementation of ServiceNow CSM delivered significant, measurable improvements to the workspace provider's KYC operations:

- **34% Reduction in Resolution Time:** Automated workflows and real-time data validation drastically reduced the time required to process and approve KYC submissions
- **45% Decrease in Customer Service Case Volume:** Self-service capabilities and improved process efficiency significantly reduced workload for service teams
- **Enhanced Compliance Confidence:** Standardized processes and comprehensive audit trails ensured consistent application of compliance standards across all regions
- **Improved Customer Experience:** Faster onboarding times and reduced information requests led to higher customer satisfaction during the critical initial engagement period

The integration of multiple data sources created a single source of truth for customer information,

## Conclusion: Setting New Standards for KYC Operations

Through their partnership with INRY, the customer transformed their KYC process into a strategic advantage. The ServiceNow CSM implementation delivered immediate operational benefits while establishing a scalable foundation for future growth and compliance needs.

For organizations seeking to transform their own KYC processes, INRY's expertise in ServiceNow implementation offers a proven path to success. By combining deep platform knowledge with industry-specific compliance understanding, INRY delivers solutions that not only address immediate operational challenges but also provide strategic advantages in increasingly regulated business environments.



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