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CitiDirect BE[®] Digital Onboarding

Digitizing Our Client Onboarding Process

Four Key Pillars to Delivering a Digital Experience End-to-end



Documentation Issuance

- Streamline documentation to simplify clauses and eliminate redundancy
- Reduce and digitize multiple forms
- Streamline Know Your Customer (KYC) and Anti Money Laundering (AML) requirements for faster account opening



Completion and Submission

- Replace “wet ink” signatures with eSignatures
- Migrate from physical documents, courier and storage services to a digital experience resulting in faster processing time
- Provide visibility and real time feedback on client’s requests
- Rollout eSubmit in additional markets to permit scanned documents acceptance



Engagement

- Enable a fully digital onboarding experience with a simple, intuitive UI
- Move conceptually from “documentation” to “data”



Account Management

- Store and manage signatories for faster signatory audits
- Expose signatory information via electronic channels and allow real-time updates of signers

