

VERIFF ONBOARDING CHECKLIST

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INTERNAL TEAM CHECKLIST

Use this checklist to align your team, ensure compliance, and prepare for a seamless, high-converting onboarding flow. Designed for internal use, this checklist helps you verify readiness before welcoming new customers.



01

REGULATORY COMPLIANCE & RISK ASSESSMENT

- ☐ Identify applicable regulations (e.g. KYC, GDPR, CCPA, etc.)
- ☐ Use a risk-based approach to segment users (e.g. low-risk = fast lane; high-risk = enhanced due diligence)
- ☐ Ensure compliance, product, and legal teams have signed off the onboarding flow

02

ONBOARDING STRATEGY & GO-TO-MARKET FIT

- ☐ Define the primary success metric for onboarding (e.g. customer verified successfully + 1st action completed)
- ☐ Create fallback paths for users who did not start or complete the verification process successfully (e.g. reminder emails, Customer Support reachout)

03

CUSTOMER JOURNEY MAPPING & UX FLOW OPTIMIZATION

- ☐ Audit all onboarding steps to include only absolutely necessary steps relevant to the current stage the customer is in (in case of progressive onboarding)
- ☐ Split long forms into easy and digestible stages (multi-step)
- ☐ Implement progress indicators and tooltips to improve UX
- ☐ Create form fields that have a clear explanation (and copywriting that clearly states the request)

TECHNOLOGY & AUTOMATION SETUP

- ☐ Identify verification solution (IDV) (e.g. Veriff) is set up and working for both mobile and desktop users
 - **Pro tip:** IDV solution can be integrated via SDK or API to suit your process and thus offer a seamless experience
- ☐ Ensure ID verification is working correctly. End-to-end testing is done to **confirm expected behaviour in all use-cases**: user has not started IDV, user has started but not completed IDV, user's verification is Approved, Declined or Resubmitted
 - Set up success and failure messages. Let users know right away if their verification was approved or if they need to try again.
 - Automatically send a confirmation email when verification is done. Trigger a reminder email if the user stops halfway (see email templates for some examples)
- ☐ Customer support is embedded in onboarding (e.g. Chatwidget or help CTA)
 - **Pro tip:** Add a "Need help?" link in every step (redirect to Customer Chat support or Help center)

04

DATA PRIVACY & SECURITY

- ☐ All data is encrypted and best practices are used
 - **Pro tip:** IDV solution can be integrated via SDK or API to suit your process and thus offer a seamless experience
- ☐ Display short text explaining why you ask for ID (e.g. "To keep your account safe")
 - **Pro tip:** Link to your privacy policy from the ID upload screen
- ☐ Partial or abandoned signups are automatically deleted after 'X' days
- ☐ Users are informed of what data is collected and why
 - **Pro tip:** 'Masking' is applied to sensitive data

ACTIVATION & TRACKING

- ☐ Define the "activation event" (e.g. first verification + first product action)
- ☐ Funnel tracking is active from website visit → signup → KYC → activation
- ☐ Email triggers and in-app nudges are connected to customer progressing through signup steps
- ☐ Measure 1st month activation rates and iterate on drop-off points

Additional recommendations

Creating a seamless onboarding experience is crucial to keeping users engaged and ensuring they complete the process without frustration. One effective way to achieve this is by creating an onboarding checklist for your customer and incorporating a visual progress bar, providing users with a clear roadmap of their journey.



01

PROGRESS BAR / CHECKLIST

Adding a visual progress bar to your onboarding flow helps reduce drop-offs by giving users a clear sense of how much is left to complete. It taps into basic psychology: people are more likely to finish a task when they see tangible progress.

How to implement it:

- ✓ Display the bar persistently during onboarding (for example on top of the screen or in a floating widget)
- ✓ Update it dynamically as the user completes each step (e.g., after ID upload, after 2FA, etc.).
- ✓ Keep the total number of steps between 3–6 for simplicity.
- ✓ Use positive visual feedback (e.g., color change, icon, or animation) when a step is completed.
- ✓ Tie the final step to a reward (e.g., “You’ve unlocked your dashboard” or “You’re verified!”) to make completion feel like a win — not just a formality.

02

MANAGE DROP OFFS

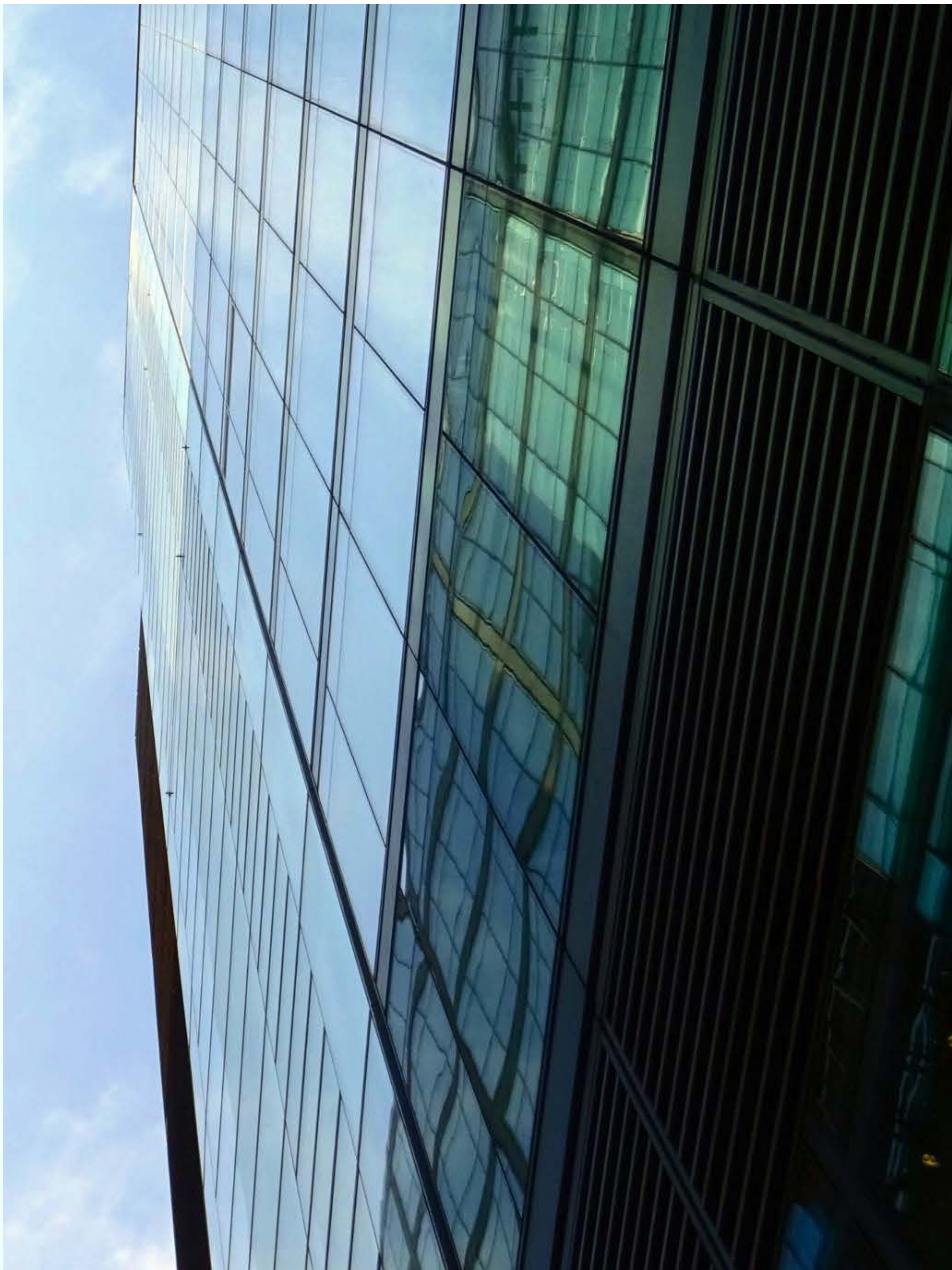
Not all users complete onboarding in one sitting, and that's normal. What matters is how you help them resume smoothly without starting over. To reduce abandonment, you should implement a session-aware login system that remembers where users left off.

How to implement it:

- ☒ You can use our email templates to remind/ nudge users to return to the sign-up process..
- ☒ When a user pauses (closes the browser, gets distracted, etc.), their progress should be saved securely in the backend.
- ☒ Allow for a "save & continue later" prompt asking if they want to save progress or continue
- ☒ If no progress has been made yet on a specific step (e.g., signup but no ID upload), take users straight to the uncompleted milestone when users try to access your product again.

Conclusion

By ensuring that every aspect of onboarding is thoughtfully planned and executed, you set the stage for a positive and efficient experience - both for your team and your customers. A well-prepared process minimizes friction, builds trust, and maximizes engagement, helping new users transition smoothly from first interaction to active participation.



CUSTOMER-FACING ONBOARDING CHECKLIST

A clear, action-oriented flow for users going through identity verification — designed to reduce friction, boost trust, and increase completion rates.

Use this clear, action-oriented flow to guide customers through identity verification, reducing friction, enhancing trust, and improving completion rates.



Welcome! Let's get you verified and ready to go.

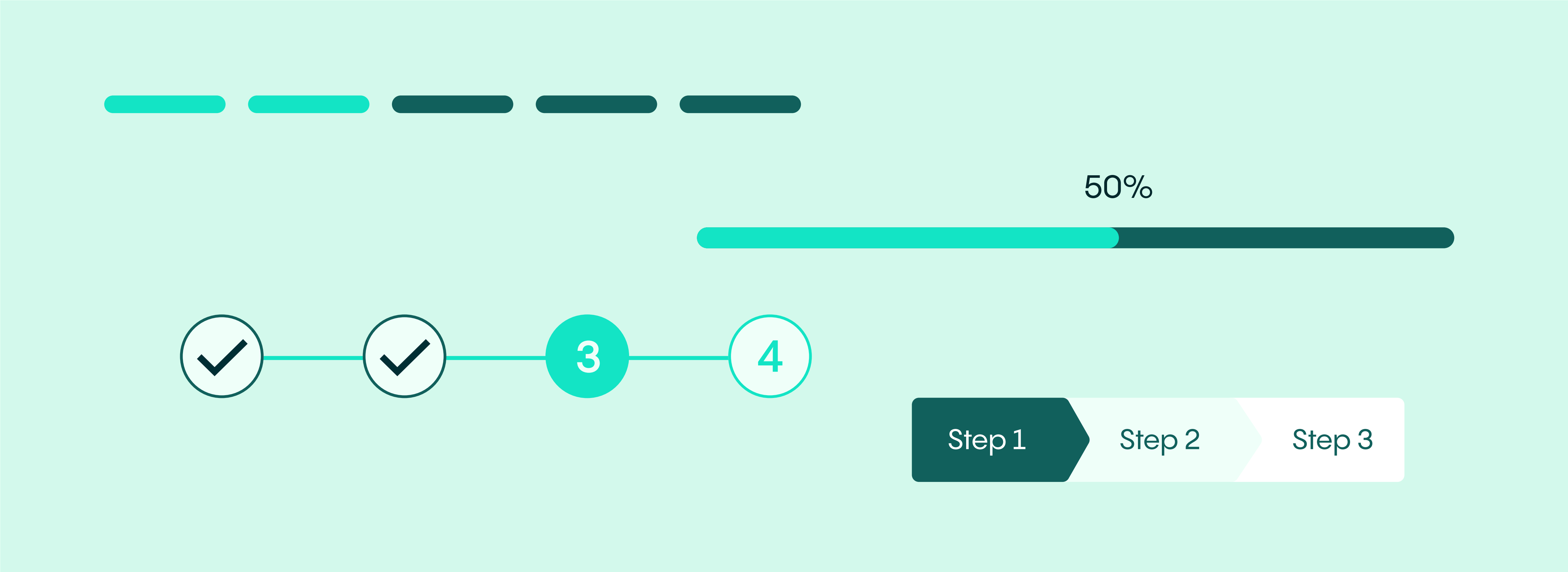
This should only take a few minutes. Follow the steps below to complete your setup.



Progress bar:

According to UX research, early visual momentum (even just “Step 1 of 5”) and sense of completion (of each step) in the signup process, increases conversions rates significantly.

Research shows that giving users early visual progress – like “Step 1 of 5” or some of the other examples below – along with a sense of completion for each step in the signup process, significantly boosts conversion rates.



Progress bar copy:

- | “You’ve completed [‘X’] of 5 steps”
- | “You're almost there. Step [‘X’] of 5 complete”
- | “Just [‘X’] more steps to go!”

Onboarding steps

Use these steps in your signup process to guide customers through onboarding.



1 - CREATE YOUR ACCOUNT

Some guidance for your execution:

This is the entry point — keep it frictionless. Only request essential details: email, name, password. Avoid overloading users with extra fields like company name or phone number at this stage unless critical. This step should feel fast and effortless, ideally mobile-friendly.

Copy suggestions (choose based on tone):

- “Let’s get started! Just enter your name, email and a secure password.”
- “Step 1: create your account. Add your name, email and password”



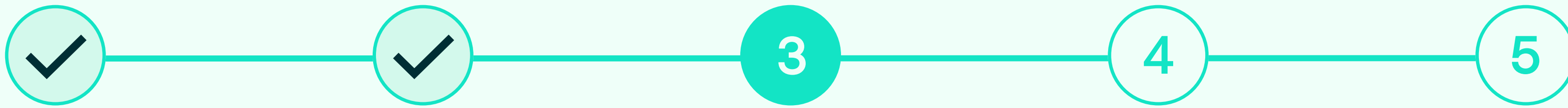
2 - VERIFY YOUR IDENTITY

Some guidance for your execution:

This is the most sensitive step – and the one with the highest risk of drop-off. Explain clearly why verification is needed (compliance, safety) and make the process as simple as possible (e.g., document upload + selfie). Offer mobile hand-off if it’s easier to complete on phone. Use smart tooltips or collapsible “Why we ask this” blocks.

Copy suggestions (choose based on tone):

- “Verify your identity. Upload a government-issued ID + take a quick selfie. We require this to protect your identity and meet security regulations.”
- “To protect your account, we’ll ask for a valid ID and a quick selfie to confirm it’s really you. Click here if you have more questions about the verification process [link to Veriff page- [Verification process](#)]



3 - COMPLETE YOUR PROFILE

Some guidance for your execution:

Use this step to collect only the essential additional data: like job title, industry, or intended use. Explain how it helps customize the experience or unlock features. Avoid legal jargon; keep it user-focused. Consider marking non-required fields as optional.

Copy suggestions (choose based on tone):

- “Tell us about your business or personal details so we can personalize your experience.”
- “Complete your profile to unlock your personalized experience”



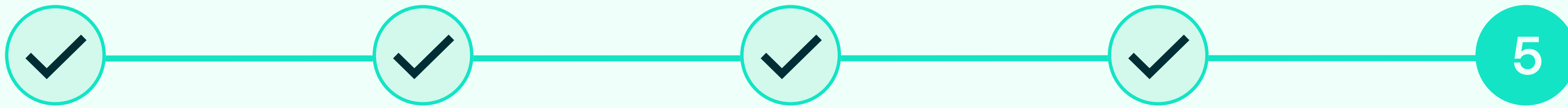
4 - COMPLETE YOUR PROFILE

Some guidance for your execution:

This step adds credibility and trust. Prompt users to activate 2FA (e.g., via SMS or authenticator app) and optionally set up recovery options. Emphasize that this is for **their protection**, not just a requirement. You can use gamification here — badges, rewards, or “security level” meters.

Copy suggestions (choose based on tone):

- “Add 2FA to protect your account from unauthorized access.”
- “You’re almost verified! Lock in your progress by securing your account.”



5 - EXPLORE PRODUCT/ DASHBOARD

Some guidance for your execution:

This is the post-onboarding handoff. Lead users to their first “aha” moment, whether it’s creating something, inviting a team member, or completing a task. Consider using tooltips, onboarding tours, or embedded ‘How-To’. If you promised a reward or unlockable feature, this is the place to deliver.

The progress bar turns gold or green when users finish all 5 steps.

Copy suggestions (choose based on tone):

- “You’re in! Explore your dashboard and start creating magic. Start with this product tour”
- “You’ve completed onboarding 🎉 Let’s get started. Unlocked: Free access to [feature name] or webinar invite for new users”

If users pause or drop off...

Not every user finishes onboarding in one go and that’s something that happens. What’s key is helping them pick up right where they left off. A session-aware login ensures they resume smoothly without repeating steps.

- ✓ Always include a Login page as a fallback (don’t assume users will click from email links).
- ✓ Store the user’s last valid checkpoint in your backend (e.g., “completed ID upload”, “pending 2FA”).
- ✓ Use a redirect logic post-login: “If user has completed step X, take them to step X+1”.

Copy suggestions:

- “Still need to verify your identity? We saved your progress, log in to continue where you left off.”
- “Almost done! Log in again and we’ll take you to the next step.”

Contact customer support

Some guidance for your execution:

Customer support is a differentiator, especially during the KYC/IDV process. Make help accessible from anywhere in the flow (e.g., chat widget, help CTA, email). Include human fallback for more complex cases.

Copy suggestions (choose based on tone):

- | “Need assistance verifying your ID? Our team’s got you covered.”
- | “Having trouble? Reach out, we’ll guide you through it.”

