

Enabling growth and enhancing efficiency with TruNarrative – The Equals Group

TruNarrative delivers a RegTech platform to assist customer onboarding, compliance and fraud prevention for the Equals Group.

16th March 2021 – London / Leeds: The Equals Group chose the TruNarrative platform to help drive operational efficiency and facilitate smooth customer experiences across their range of services.

TruNarrative enables businesses to safely onboard customers, detect fraud and identify risk via a single API. Their technology is used to deliver fraud detection and compliance strategies across the globe in a range of industries including banking, lending, online gambling, eCommerce and payment services.

The Equals Group is comprised of well-established international payments and e-banking brands including Equals Money, FairFX and CardOneMoney. The Group's brands deliver a range of money management solutions to their business and personal clients which include expense management, global payments, and foreign exchange currency services. Combined, these services help clients manage spending, cashflow and international transactions.

The Equals Group were searching for a solution to enhance their Group-wide customer onboarding, compliance and fraud prevention strategy.

They required a comprehensive SaaS onboarding and compliance platform with multiple customisable journeys and workflows. Their goal was to drive business efficiency, consolidate insight and compliance processes, whilst providing a low-friction customer journey.

The partnership delivers the Equals Group full access to the TruNarrative solution and its capabilities for; KYC (know your customer), KYB (know your business), identity verification, Pep's (politically exposed persons) & sanctions and ongoing risk monitoring of individual and business customers.

The TruNarrative solution integrates with the Group's existing tech stack, including their core platform and front-end systems, delivering them the ability to efficiently make customer acquisition and business risk decisions.

Through the TruNarrative platform, the Equals Group can access a full case management system for manual review and referrals. Helping them make informed onboarding decisions with the full customer in view, delivering time savings and relieving pressure on referral management teams.

Alongside a natural language rule builder allowing for rapid strategy changes and an automated frictionless experience for low-risk applications, the Group can access 50+ third party data providers and a comprehensive audit trail for instant recall for regulatory purposes.

"Our partnership with the Equals Group demonstrates our commitment to working with innovative, high-growth businesses." said Ryan Morrison, Chief Operating Officer at TruNarrative. "We look forward to helping them drive greater efficiency and maintain a low-friction customer experience."

Matthijs Boon, Chief Operating Officer at The Equals Group added "We are always on the lookout for the latest and greatest tech solutions to help us deliver the best service possible to our clients. Through TruNarrative, we can address an integral part of our customer's journey and take it to the next level."

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About TruNarrative

TruNarrative was founded with a single mission: make safe commerce simple.

Established in 2016, TruNarrative's intuitive no-code platform transforms fraud management, reduces risk, and streamlines KYC and AML processes.

TruNarrative assists ambitious companies of all sizes from across the banking, lending, financial services, betting, payments and ecommerce industries.

TruNarrative's partnerships with major credit reporting agencies, document and biometric verification services, device intelligence suppliers, and dozens of other market-leading data service providers offer easily configurable integrations to business and non-technical users.

The company operates from offices in London and Leeds, UK, and Atlanta, USA.

www.trunarrative.com

About the Equals Group

Starting in 2007 as FairFX before rebranding in 2019, the Equals Group is on a mission to make it simpler for businesses and individuals to manage and move money around the world.

Combining cost-effective solutions with award-winning service and currency expertise, the Group has five core services it offers to both business and personal clients; international payments, business expense management, current accounts and travel money, which comprises currency cards and physical currency.

With over a million customers worldwide, including 15,000 businesses, the Group operates from offices in London, Chester and LA.

Visit equalsmoney.com to find out more.