mindee

Customer Onboarding — welcoming new customers

From signature to time to value: move fast without cutting compliance corners

Where Mindee fits
Extraction from IDs, proofs and bank statements. Sanctions screening and the decision stay in the KYC platform.
Pitch: conversion and compliance.

PHASE 1 · HANDOFF & ACCOUNT SETUP

1 Sales → CS handoff
Goals, contacts, commitments, constraints: nothing to explain twice

2 Data collection & account — Mindee
Legal name, company and VAT IDs, billing contacts, payment methods

Set up in every system
CRM · billing · ERP: clean data from day one

Two sides
Commercial & product (SaaS, B2B)
Regulatory (banking, insurance, fintech)

Mindee · step 2
The customer uploads documents and the form fills itself: ID Document API (name, date of birth, document number, passports). Clean data flows into CRM, ERP or core banking.

PHASE 2 · COMPLIANCE & RISK

Regulated sector?
banking, insurance, fintech

Yes

3 KYC / KYB checks — Mindee
Identity, legal existence, beneficial owners; simplified, standard or enhanced due diligence

AML / CFT controls
Sanctions lists, politically exposed persons, risk level · supervised by the ACPR

No

Credit check — Mindee
Before granting payment terms

Mindee · step 3 & credit

KYC — Classification of each proof (address, bank details, payslip, tax notice): a wrong document is flagged instantly. Cross-checks: same name everywhere, proof under 3 months old.

KYB — Custom model for company registration extracts, articles, beneficial-owner registers.

Credit — Bank statements extracted for scoring: recurring income, expenses, overdrafts.

PHASE 3 · GETTING STARTED

4 Kick-off
Goals, success criteria, contacts, dated plan: realistic expectations

5 Configuration & integration
Users and rights, data import, ERP, SSO, API; the main source of delays

6 Training & enablement
Live sessions, videos, docs, in-app guides; automated flows for self-serve

7 First value
A first concrete result, the "aha moment". The sooner it comes, the more customers stay

Outside Mindee's scope
Kick-off, configuration and training don't involve reading documents.

PHASE 4 · ADOPTION & RUN

8 Adoption tracking
Active users, features used, support tickets

Adoption on track?

Yes

9 Close-out & handover to run
Closing review, then CSM and QBRs: renewal, upsell

10 Performance tracking — Mindee
Running onboarding on its key metrics

Key metrics
Time to onboard · time to value
Completion · activation rate
CSAT or NPS · early churn
Regulated: KYC drop-off, account opening time

Mindee · step 10

Direct impact on account opening time and document drop-off rate.

Data: EU or US hosting with data residency, zero-retention option on higher tiers.

No

Re-check

Nudge & support
Weak signals: rare logins, key features ignored

Takeaway
Balance speed and rigor. Customer loyalty is often won or lost in the first 90 days.