

CASE STUDY

## Streamlining The KYC Process: Chemist Click

The digital healthcare services provider discusses how LexisNexis® IDU® identity checking software has reduced the time taken to carry out KYC by two to three hours.

How healthcare business Chemist Click deployed LexisNexis Risk Solutions IDU® software to carry out KYC checks.

UK-based digital healthcare services provider, Chemist Click, is an online pharmacy service offering a quick, cost effective and convenient way for consumers to have medication delivered to their homes.

The service provides consultations, treatments and medication for a set number of conditions listed on its website, with those seeking treatment required to complete a medical consultation online and verify their identity before any prescription requests can be fulfilled.

The need to verify a customer's identity and age was an essential requirement for Chemist Click to ensure they had confidence and trust in giving the medicines to the rightful person. It was this need to verify and confirm the identity of customers using the service that resulted in Chemist Click deploying LexisNexis®IDU® electronic identity management solution when it launched in 2019, says Abbas Kanani, director and pharmacist at Chemist Click.

*"We needed to be able to verify and confirm the identity of those wishing to use our service as a legal prerequisite, in order to prevent misuse of medication," he says.*

*"As a provider of an online health service, LexisNexis® Risk Solutions has helped to provide reassurance, allowing us to meet our legal and moral obligations when selling medication online. We have a high first-time pass rate, and that is testament to the quality of data that LexisNexis® Risk Solutions has access to," he adds.*

It took just a week from initial discussions to rolling out the service for launch, Kanani says. Such was its success that earlier this year, Chemist Click made the decision to integrate LexisNexis® IDU® with its own software, to enable ID checks to be carried out automatically and make the process quicker and easier for their customers.

Despite some minor technical issues, the result has led to greater business efficiencies and an improved identity checking process. It is noted that *"during the integration process the LexisNexis® Risk Solutions technical support team were on hand to provide assistance and answer queries in a timely manner."* Kanani further comments on the time efficiencies resulting from the integration, stating that it has *"helped to reduce the number of man hours spent on the KYC by two to three hours."*

Kanani says he originally came across LexisNexis® Risk Solutions via an online search, having narrowed down the options to those providers that held the most data. He states, *"We chose LexisNexis® Risk Solutions as our account manager provided reassurances and organised a demonstration, which was very helpful."*

*"To date, we have had a wonderful working relationship with LexisNexis® Risk Solutions. Our account manager has been with us from the very start, offering sound advice and superb assistance throughout our journey."*

Using the online authentication process has also enabled the firm to continue to operate smoothly during the lockdown enforced by the coronavirus pandemic, with a high first-time pass rate allowing prescriptions to be quickly fulfilled and dispatched.

*"The dashboard is user friendly and simple – the fact that we have been able to integrate it within our own software was a big attraction. The software also provides a comprehensive report and we now have a first-time pass rate of 95%," he adds.*

The process has worked so well that Chemist Click recently won a prestigious award for 'Most Trusted Online Pharmacy 2020,' and LexisNexis® Risk Solutions has been thanked for their support in making this happen. Looking ahead, Kanani says Chemist Click is set to trial the new selfie capabilities on the LexisNexis® IDU® Mobile App offering. The feature, which uses artificial intelligence to verify a customer's age would, in many cases, reduce the need for customers to provide further documentation, speeding up the process and making it hassle-free for more users of the service.

*"This will no doubt help to provide a seamless service and reassurance to customers, some of whom are apprehensive about sending sensitive information," he concludes.*



To find out how we can help you and your business with KYC requirements call 029 2067 8555 or email [ukenquiry@lexisnexis.com](mailto:ukenquiry@lexisnexis.com)

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