

## KYC drop-off audit checklist

The eight events to instrument, the five screens that usually cause the loss, and the order to run the audit in. One afternoon if the events already exist.

| Use this when                                                       | Time to run | Length  | Category |
|---------------------------------------------------------------------|-------------|---------|----------|
| Before increasing acquisition spend.<br>Always before, never after. | 30 minutes  | 4 pages | CRO      |

Most money transfer businesses lose more people between signup and verification than at any other point, and almost none can say which screen does it. The number sits between product, compliance and marketing, and belongs to none of them.

This is the sequence we run on a live funnel. Step 5 is the one to do if you only do one.

Which documents you accept is a compliance decision, not a marketing one. This checklist helps you understand what each requirement costs in completed transfers so the decision is informed.

## 1 • The eight events

If these do not exist, instrument them before analysing anything.

- ☐ Account created
- ☐ Verification started
- ☐ Document submitted
- ☐ Document accepted or rejected, with the rejection reason recorded
- ☐ Liveness or selfie passed
- ☐ Manual review entered, with a timestamp
- ☐ Approved or declined, with a timestamp
- ☐ First transfer completed

Completion rate and approval rate are different numbers. A 94% approval rate looks excellent and tells you nothing about the 40% who never submitted anything.

## 2 • The three splits

A blended funnel hides everything that matters.

- ☐ Split by corridor  
Senders holding local ID behave nothing like recent arrivals
- ☐ Split by device tier  
Older Android handsets fail document capture at materially higher rates
- ☐ Split by document type  
Passport, national ID and residence permit fail for different mechanical reasons

## 3 • The five screens where senders actually leave

- ☐ Document capture on mobile  
Camera permissions, glare, cropping, file size, angled passport pages
- ☐ Selfie and liveness  
Lighting, older cameras, unclear instructions, hard failure with no retry
- ☐ Address verification  
Documents recent arrivals and people in shared accommodation genuinely do not have
- ☐ Manual review limbo  
Approved eventually, gone already. Communication matters more than speed
- ☐ Re-entry after failure  
Sent back to the start with no reason given

## 4 • Run the audit

Roughly 30 minutes with the events in place.

- ☐ Pull the funnel from your own events, not from a platform dashboard
- ☐ Apply the three splits from section 2
- ☐ Identify the single largest percentage drop
- ☐ Time the manual review queue at the 50th and 90th percentile
- ☐ Read the rejection messages a sender actually sees, out loud
- ☐ Watch ten session recordings of abandonments, not of successes
- ☐ Check whether a failed sender can return to the failed step

If you only do one thing, watch ten session recordings. Twenty minutes of watching real abandonments will locate the leak faster than a month of dashboard analysis.

## 5 • Prioritise the fixes

By volume multiplied by fixability, not by severity.

| Order | Fix                                   | Why first                                                             |
|-------|---------------------------------------|-----------------------------------------------------------------------|
| 1     | Mechanical issues in document capture | Highest volume, lowest political cost, product-only change            |
| 2     | Rejection messaging and re-entry      | Cheap to fix, immediate effect                                        |
| 3     | Pending review communication          | Not the speed. The expectation.                                       |
| 4     | Accepted document list                | Highest potential, needs a compliance conversation, so start it early |

## 6 • Measure whether it worked

- ☐ Hold out a control group where volume allows
- ☐ Avoid month-over-month comparison alone  
Remittance has seasonal cycles that will mislead you
- ☐ Measure through to first transfer, not to approval  
A change that improves approval but delays first transfer has made things worse
- ☐ Re-run the three splits after the fix  
Improvements are rarely evenly distributed

Fix the funnel before scaling acquisition. Every additional unit of spend into a leaking funnel buys a proportionally larger amount of waste, which is why this audit belongs before a media plan rather than after one.

## Want us to run this for you?

A fixed-fee growth audit covers acquisition, KYC completion, retention and tracking across your corridors. Two weeks, a written roadmap, and you keep it whether or not we work together.

