

Media release

ING DIRECT streamlines customer verification

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ING DIRECT is streamlining its customer verification process with the expansion of its offering with ZipID (part of the Veda Group), minimising the administrative burden of ID checks for brokers and their clients and speeding up the application and approval process.

The ZipID customer verification system has four simple steps:

1. The broker uses an online system to book a verification appointment at a time and place that suits their customer
2. A trained ZipID representative meets with the customer and performs a secure ID image capture
3. ZipID's internal Quality Assurance team cross-check all identify information
4. The ZipID certified verification report (AML KYC and VOI) is securely delivered in PDF format to the broker and ING DIRECT

Mark Woolnough, Head of Third Party Distribution at ING DIRECT, commented: "We were the first in the industry to pilot ZipID in late 2015 and the feedback has been fantastic, so we're now making it available more broadly. Borrowers love it because of its flexibility and convenience and brokers stay in control of the application process.

"ZipID can make a huge difference to the home loan application process, essentially removing a pain point for both borrowers and for brokers."

ING DIRECT is expanding the ZipID customer verification process with the main aim of supporting brokers who do not operate a 'face to face' business model.

The new process enables brokers to deliver a great customer experience through a personalised service that removes the need for paperwork and conveniently fits into the borrower's schedule. It has also proven to accelerate the approval process by up to three days.

Brokers and aggregators interested in finding out more about how ING DIRECT and ZipID can help their business and customers can contact their ING DIRECT representative.

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About ING DIRECT

ING DIRECT changed the way Australians bank 17 years ago by launching the country's first high interest, fee free online savings account. Since then, we've brought this low fee value to home loans, transactional banking and superannuation.

With over 1.6 million customers – and \$34 billion in savings and \$40 billion in mortgages – ING DIRECT has the highest Net Promoter Score of any bank.

Australia's most recommended bank according to Nielsen Consumer Media View.