



## BNP Paribas improves client experience and enhances operational efficiency with the KYC Registry

“Since the 2008 financial crisis, regulators’ requirement for banks to maintain increasing amounts of accurate KYC and Anti-Money Laundering (AML) information on all of their clients is growing. Clients and banks have been impacted by the long and cumbersome onboarding and recertification processes,” says Rebecca De Cuyper, in charge of Transformation Management, Global Banking at BNP Paribas.



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**Rebecca De Cuyper,**  
Transformation Management, Global Banking, BNP Paribas

### Improving client experience through enhanced operational efficiency

Rebecca De Cuyper explains that while complying with the regulatory requirements is an imperative, it is also a priority for BNP Paribas to improve client experience and enhance the operational efficiency of the KYC and subsequent on-boarding processes. SWIFT’s KYC Registry helps them to deliver both objectives:

“The KYC Registry is embedded in our digital client lifecycle programme. The KYC data collection teams use it as the first source for regulated banks,” comments Rebecca De Cuyper. “Each time bank profiles are complete on the registry, it reduces the collection lead time to 20-30 minutes maximum. As such, due diligence teams can focus on more added-value AML-CFT risk analysis.”

### Setting a global standard for KYC

“The content of the Registry is a result of collaborative efforts led by a number of large international banks, which have shared their standards and worked together to find a common baseline. Today, SWIFT is the only KYC utility provider that has invested in the definition and maintenance of a global standard while creating a strict governance around it,” says Rebecca De Cuyper. “With a major and growing part of each client bank’s KYC policy requirements covered by the baseline, SWIFT KYC Registry is a huge step forward in reducing the bilateral client outreach and thus the costs of the KYC process.”

“SWIFT’s presence in more than 200 countries worldwide offers the advantage of leveraging its network to maintain a global standard and to discuss among members in dedicated User Groups regulatory

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“BNP Paribas is an active contributor to the KYC Registry initiative. It is in the interest of our clients and the banking community to adopt KYC Registry to the maximum extent as a common global standard and to have SWIFT recognized as a reference partner by the AML-CFT regulatory bodies”

changes, simplification of the common questionnaire, best practices or how to improve operational efficiency.”

#### **A trusted source of KYC data**

Rebecca De Cuyper further comments: “KYC information is factual and should

not be considered competitive commodity. SWIFT, being a non profit cooperative trusted in the market for more than 45 years, is well placed to serve the banking community through client experience and operational efficiency enhancement. SWIFT provides a quality assurance system, ensuring that all the information provided is checked for consistency and comprehensiveness.”

#### **A secure and user-friendly platform**

“It is essential that client data is recorded in a secure environment,” continues De Cuyper. “SWIFT has a proven track record in this field.”

“The platform is user-friendly and offers efficient functionalities such as automatic copying of data from entities of the same group and exchanging bilaterally with the relationship bank. Clients keep full control over their own data and documents as well as the audit trail on the use of their KYC info.

#### **The path to success**

When discussing how the KYC Registry was deployed within BNP Paribas, Rebecca De Cuyper shares some key insights on the importance of collaboration across teams to ensure success: “For a successful deployment, each institution needs a governance around the project with sponsorship from top management, gathering all relevant stakeholders around regular steering committees (Operations, Coverage, Compliance, Legal, IT security, Regulatory Affairs, Communication), transversal coordination, training, supervised

contribution and maintenance of own KYC information, streamlined granting of own KYC information, code of conduct for users, etc.”

“In order to optimise adoption, it is key that KYC information collection teams and bankers redirect their counterparts to SWIFT’s KYC Registry and that members contribute and refresh their own KYC information to the maximum extent.”

“Only with an aligned approach towards clients, we can make KYC Registry a success.”

#### **Looking to the future**

“Thanks to the successful rollout of the Registry for banks (in June 2019 more than 5,500 entities had registered in more than 200 countries), we are looking forward to seeing the platform extended to multi-bank corporates in 2020 and hopefully to non-banking financial institution (NBF) in the second half of next year. As such, SWIFT KYC Registry will cover the major part of the banks’ client franchise and allow cross leveraging on the use of the platform for each client segment,” comments Rebecca De Cuyper.

“The integration of APIs will be key for helping achieve further operational efficiency gains as well as the automation of the instant import and update of KYC information into the banks’ own repository”.

#### **The cost of the alternative**

When discussing domestic and regional approaches to KYC, Rebecca De Cuyper provides a valuable perspective: “We believe that SWIFT’s global footprint is a decisive advantage as opposed to domestic or regional solutions. Increased complexity of the KYC solutions landscape will lead to different standards and to a significant investment in clearing the alternative local solutions at various levels.”

SWIFT is a member-owned cooperative, providing secure financial messaging services to more than 11,000 organisations, across the financial ecosystem, in almost every country in the world. For nearly five decades we have delivered certainty, continuity and excellence by constantly evolving in an everchanging landscape. In today’s fast moving, increasingly connected and challenging world, this approach has never been more relevant.

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