



Know Your Customer (KYC)

Agenda:

The 4 reasons for using ApplyOK with KYC functionality

1. Great first up customer experience – digital link makes your business look professional
2. Understanding the commercial entities cash flow & their ability to pay your invoice (protect your cash flow)
3. Locking them into your terms and conditions (strong legal position if things go wrong)
4. Uncovering Identity Fraud prior to engagement (Australian Border Force Compliance)

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