

# Building customer trust with **OCR**, Bitkub leading cryptocurrency trade platform



## INTRODUCTION

The following study case was built by protecting our customers' anonymity and due to this some of the details have been adapted to ensure their privacy. All technical specifications have not been modified and demonstrate real implementation.



## SUMMARY

As one of Thailand's preferred cryptocurrency exchanges, Bitkub has brought the opportunity to many excited customers to participate and engage in this revolutionary industry.

Bitkub set unprecedented seed-fundings when it was launched in 2018 and quickly became one of the favorite platforms to trade cryptocurrencies. The financial industry has always been demanding when it comes to innovation,

particularly security, stability, and customer control. Knowing your customer has become relevant in the last years as the financial business has become more and more digital.



## CHALLENGE

When having a platform with thousands or millions of users coming in every day and trading sums of money through that platform, it becomes a top priority to have a clear understanding and view of your customers.

CEO Atthakrit Chimplapibul of Bitkub, understood this need as all the interactions with their customers are through their online platform.

Atthakrit wanted to excel in the process of knowing your customer. This requires storing and managing your customers' private information and following the PDPA regulations to comply with the current law.





OCR technology has gradually transformed our lives and many industries. With a high accuracy in some cases of up to

**98%**  
for the Thai language

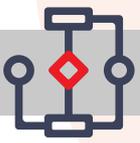
OCR has proven to be a reliable solution when dealing with sensitive information, no wonder why the banking industry has used this technology for risk management and transaction security.

Bitkub sought the opportunity in this technology and applied it to their onboarding process. By adding security measures for data protection and making data capture easier, they are simplifying the onboarding experience.

In Thailand, language has presented a challenge, and many vendors can't produce reliable results. Overcoming these challenges means you need an integration with machine learning or deep learning, so that accuracy and performance can be reliable. When using traditional OCR, users can only check digital documents manually, however, new solutions can add value by categorizing data, simplifying the extraction and improving the customer journey.

AppMan OCR solution is built to facilitate the data extraction of official documents like ID Card, Passport, Car registration, or mobile payment slip, through a digital image format. It is powered by Machine Learning technology that will increase the robustness and performance even further.





## USE CASES

The solution is integrated with the bank-grade security, adding the reliability and high accuracy of AppMan technology.

**1** **CONTROL DATA**

**Enhances the security with bank grade security.**

Bitkub uses AppMan OCR to verify users' data comparing between users' fill in data with the data that AppMan OCR can convert from ID card image to text in both Thai and English. The accuracy is 98%, which is the standard of bank's security.

**2** **AUTO MATION**

**Auto detect invalid data in real time**

When compared with the data read from the ID card image and users fill in don't match. It will show recommendation messages to users to correct instantly before submit. This will save users time reviewing time for identity verification .

**3** **FLEXIBILITY**

**Able to read all generic documents in Thai and English**

Bitkub can use AppMan OCR to read anything, other OCRs usually only read ID Cards and have an inaccuracy in reading Thai. When Bitkub wants AppMan OCR to read more documents, just consult the AppMan team.



## IMPACT

After implementation of AppMan technology, the volume of OCR transactions has increased significantly with a real impact on the business and customer experience.