

Company

Muslim Marriage Services



Industry

Matrimony



Solution

Digital ID app



Implementation

SDK

[Muslim Marriage Services](#) is the world's only [Certified Social Enterprise](#) Muslim matrimonial brand, focused on digital security and creating social impact in the world's largest matrimony market.

Muslim Marriage Services ensures a large and diverse pool of digitally verified potential partners, increasing the chances of finding a successful match.

More than just a platform, Muslim Marriage Services is a community resource and global movement that reinvests 50% of its profits into charity, aligning with Islamic values.

How Digital IDs are creating safer, more trusted matrimony connections

Challenge

Romance fraud is a universal challenge. Over the last year, romance fraud amounted to [over £92 million](#) in the UK alone, with victims losing an average of £11,500. Additionally, in the UK, the [British Muslim divorce rate is around 42%](#).

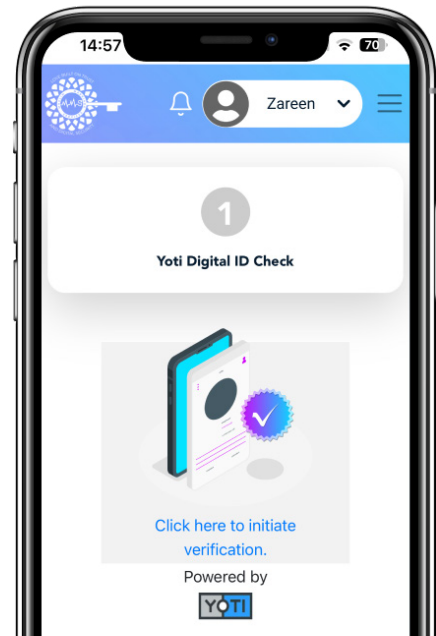
To help tackle these challenges, Muslim Marriage Services is committed to providing the world's most trusted Muslim matrimony platform with a strong focus on digital security, trust, activism and social impact. They want to create a trusted platform for people to connect; giving them the best chance at finding compatible life partners.

Muslim Marriage Services wanted to introduce mandatory identity verification to give users confidence about who they are connecting with online. Many matrimony sites still require users to upload physical identity documents. However, Muslim Marriage Services felt this was a clunky and outdated process which would detract from the online experience.

Muslim Marriage Services chose the Yoti ID app to verify the identity of every user. It gives people a safer and instant way to prove their identity from their phone, with no need to show identity documents.

Solution

Our Digital ID allows Muslim Marriage Services to identify and authenticate users to the highest standards. They can strengthen security, enhance privacy and improve the user experience. It also gives Muslim Marriage Services and their users confidence that 100% of their profiles are verified.



Armed with our Digital ID, Muslim Marriage Services can:

- 1. Prevent fake profiles:** We verify each user against their identity document. Using NFC technology within our app, ePassport users are verified to the same high level as airport security. With our robust identity verification tools, we can help Muslim Marriage Services create a safe and trusted environment by reducing the risk of fake profiles.
- 2. Strengthen identity checks:** Our verification process includes liveness detection, accurate data extraction, document authenticity checks and biometric face matching. This prevents people from using fake or fraudulent documents. Our team of verification specialists reviews any suspicious documents.
- 3. Streamline the user experience:** Our Digital ID app gives users a simple and secure way to confirm their identity - simplifying and improving the onboarding experience.

Muslim Marriage Services is committed to leveraging cutting-edge solutions to improve its services and provide a more secure and trusted online matrimonial experience.



“Worldwide, there are two billion Muslims, and around 300-400 million are single and keen to marry. We want to make it easier for them. With Yoti as our Digital ID partner, we have full confidence in our ability to provide a safe, secure, exciting and reliable matrimony platform. Together, we are playing a pivotal role in enhancing the Muslim matrimony digital landscape.

When we were in search of a strategic biometric partner that aligns with our values, Yoti stood out as the perfect choice. Yoti, a UK Certified B Corporation, shares our dedication to social responsibility, making them an ideal match for our Certified Social Enterprise status.”

Hajji Laird Mostafa Mohammad Karim,
Founder & CEO (Chief Evangelism Officer), Muslim Marriage Services

Results



Every person who signs up for Muslim Marriage Services must prove their identity using the Yoti ID app. This ensures every profile is real and accurate. It prevents people from setting up fake profiles or using false identities. And it gives reassurance and confidence to users about who they are connecting with.

Since the beginning, Yoti has been an integral part of Muslim Marriage Services, and the implementation has led to a 300% increase in new profiles created. Users have consistently praised the additional trust, safety, and security that come from Yoti’s identity checks.

Contact us at yoti.com/business