







ARMY OF NANNIES

-  **Company**
Army of Nannies
-  **Industry**
Online marketplace
-  **Product**
Yoti Identity
-  **Integration**
SDK

Army of Nannies is an online service that uses intelligent matching to help nannies and families find each other.

Building trust online between nannies and families to help them find the perfect match

Challenge

The biggest challenge for Army of Nannies is to make sure people have confidence in the profiles they're seeing. To help solve this challenge, the matching process involves asking both nannies and families detailed questions so they can make a meaningful match.

Another important consideration to building this trust is knowing that people are who they say they are. They knew from day one that identity verification would be fundamental to this.



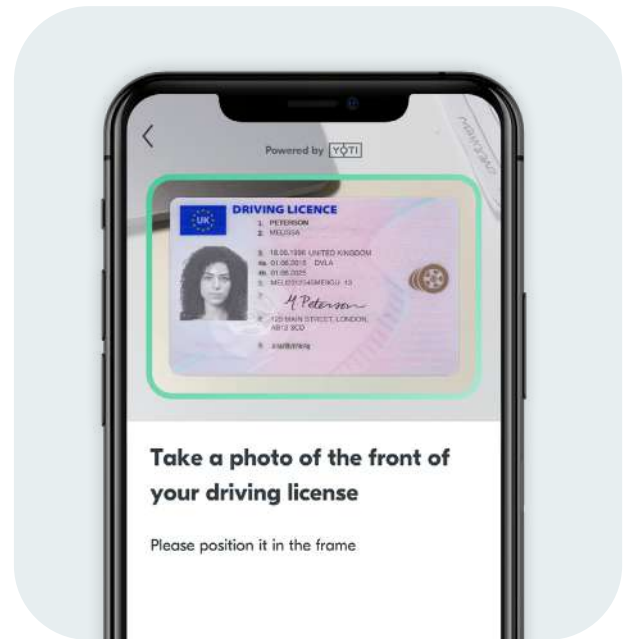
“It’s all very well saying this person’s a great match but if that person doesn’t exist, we’ve got to build that in very early. And that’s why we made that commitment very early.”

Matt Mason - Co-Founder of Army of Nannies

Solution

Army of Nannies were incredibly diligent in their competitive analysis of digital identity providers. They see partners as the most important thing to growing their business in the right way and aim to build an ecosystem of strong brands that work well together.

After a rigorous analysis, they chose Yoti for ease of use and simple integration. They're using our full identity verification service, which includes capturing data from an ID document, checking the document is genuine and then matching a person to their ID document through biometric facematching and anti-spoofing technology.



“I was probably a bit over diligent but I did a whole scoring matrix and I went through them and [Yoti] came out streets ahead of everybody.” I’ve had families request I ask a nanny to get verified before they progress them. And then equally I’ve had nannies say they really like the fact we’ve got it built into our site.”

Results

Army of Nannies integrated with our API in a couple of days, enabling them to receive check results straight into their own dashboard.

The simple two-step identity verification process comes at the end of the onboarding flow, after nannies have been asked to complete a detailed profile. Adding their ID document and taking a security selfie to prove who they are adds legitimacy to their statements in a very simple way.

Once a nanny completes the identity verification process, they receive an “ID verified” tick on their profile. Families value knowing that a nanny is who they say they are and have on occasions requested nannies verify their identity before they progress

with them to an interview. This extra layer of due diligence gives people confidence in the profiles and builds trust on the platform.

Having seen identity verification work so effectively for nannies, they plan to make it part of the onboarding process for families too. Army of Nannies are currently using our IDV on their website and when they launch their app, we’ll be able to deliver the same seamless service to their app.

Contact us at yoti.com/business