

8x8.

Failed eKYC? Resolve It with Video Interaction

Recover the
Customers
Automated
Checks
Turn Away





Why Genuine Customers Fail Automated eKYC

Most failed verifications aren't fraud attempts. They're real people running into technical issues that automated systems can't resolve on their own.

Document glare, biometric mismatches from ageing or glasses, poor lighting during liveness checks, and unusual ID formats all trip up legitimate applicants.

Meanwhile, fraud threats are intensifying. Deepfake fraud attempts in APAC [surged 194% in 2024](#), forcing verification systems to tighten thresholds, which in turn rejects more genuine customers by mistake. The result is a tug-of-war between security and accessibility, with real applicants caught in the middle.

The Hidden Cost of Verification Drop-Offs

Customers who fail verification rarely complain. They simply leave. Industry research shows [24% of consumers](#) abandon onboarding flows they find too lengthy, and most never return.

The financial impact is significant. [Over 64% of banks](#) report lost revenue tied directly to onboarding problems, and cutting abandonment by half could lift revenue by 26%.

Email exchanges, document re-uploads, and branch visits stretch recovery into days, by which point the customer has already gone elsewhere.

How 8x8 Video Interaction Rescues Failed Verifications

[8x8 Video Interaction](#) enables instant, browser-based video calls that connect customers with a verification agent the moment automated eKYC fails. No app downloads, no account creation — just one tap to recover the session.

- **Instant web-based connectivity**

Mobile-optimised video that launches with one click, with no downloads or sign-ups required.

- **Remote camera control**

Agents can guide the customer's camera to capture clear document images and confirm device location for added context.

- **Photo sharing and annotation**

Customers share document photos in real time, while agents annotate live video or images to highlight what needs adjusting.

- **Automatic call distribution**

Customers connect to available agents the moment a session begins, keeping wait times short.

- **Full audit trail and recording**

Every session generates call logs, recordings, and verification outcomes to support compliance and reporting.

- **Developer-friendly integration**

APIs and iFrame mechanisms let you embed video verification into existing web apps, mobile apps, or agent portals.



Turn Failed Verifications Into Recovered Customers

Failed eKYC doesn't have to mean lost revenue. With a live video recovery layer, businesses keep security and compliance intact while saving the customers from automated checks that would otherwise be rejected.

For a deeper look at how video verification rescues failed onboarding, [continue reading the full article](#).

