

OpenAI automatically screens millions of users globally each month with zero friction using Persona

OpenAI is an AI research and deployment company that develops artificial intelligence models and generative AI technologies such as ChatGPT, DALL-E, and Sora. Its mission is to develop safe artificial general intelligence (AGI) that benefits all of humanity.

“It was really critical to us that we minimized our false positive rate, and we were very encouraged by how quickly the Persona team updated the logic and how much configurability there was with the logic. Persona’s matching capabilities were the best from our testing.”

Jake Brill
Product lead at OpenAI

Problem

OpenAI wanted to prevent scaled abuse while making signup as easy as possible.

OpenAI’s mission is to build safe AGI that benefits all of humanity. To accomplish this, it needs to onboard as many people as possible while ensuring its users and platform are safe. Seeking a low-friction, yet accurate, screening method, OpenAI opted for sanctions screening.

Solution

OpenAI worked with Persona to customize its screening logic so it can minimize false positives while onboarding as many users as possible. It ultimately chose Persona for the following reasons:

1

Fast, global screening options

OpenAI uses Persona to automatically screen users across 225 countries and territories.

2

Different flows for different use cases and risk levels

With Persona, OpenAI can segment users based on risk and step up or down friction as needed.

3

Thought partnership

Since OpenAI is scaling quickly, it appreciates that Persona is willing to adapt quickly, think outside of the box, and come up with non-traditional solutions.

Results

OpenAI automatically screens 99% of users to fulfill its mission of offering safe AGI that benefits all of humanity.

With Persona as its partner, OpenAI has achieved:

- **Increased conversion and less manual burden:** optimizing match criteria has led to a 40% decrease in hit rates, allowing more users to onboard more easily.
- **Reduced latency:** screening latency has dropped to just 18ms — over 5x faster than the 100ms latency OpenAI had requested.

99%

automated screenings