

Twilio and Persona

Twilio expedites KYB decisions while complying with regional regulations via Persona's flexible, centralized system of record

Twilio is the customer engagement platform that drives real-time, personalized experiences by enabling users to build communication features and capabilities like voice, text, chat, video, and email into their applications using its data platform and communication APIs.

“The thing that differentiated Persona from other solutions was their technology stack – specifically their tooling. There are many vendors that have business profile APIs, but it was really the technology and the software, e.g., Workflows and the portable UI, that we found to be very much in line with our own DNA.”

Christina Sung
VP of product management
at Twilio

Problem

Twilio's old KYB process was resource-intensive and unscalable.

Twilio must verify businesses and individuals who use its services to comply with Telco regulations. Before Persona, Twilio's verification process was operationally intensive – requiring hundreds of employees to look at submitted information, check databases, and follow up as necessary. Not only was this inefficient, but it also wasn't ideal for customers, who sometimes had to wait longer than they'd like to find out the status of their application.

Solution

Twilio partnered with Persona to build a customized and more scalable KYB/KYC process, ultimately partnering with Persona for the following reasons:

Technical maturity and platform approach

As a product and engineering-focused company, Twilio appreciated Persona's technical maturity and API-forward approach.

Identity orchestration to meet global compliance standards

Persona allows Twilio to consolidate data and automate its previously labor-intensive KYB process, plus quickly make adjustments to keep up with changing regulations.

Ability to quickly build bespoke processes and products


Instead of simply using Persona's UI builder and tools, Twilio and Persona's systems are technically integrated, allowing Twilio to stand up products faster.

Results

Twilio makes verification decisions faster, benefiting both its team and customers.

With Persona consolidating and automating more of the verification process, Twilio can now approve or reject users in under a day instead of forcing them to wait to hear the status of their application. Going forward, the team is excited to continue expanding both the depth and breadth of its use cases with Persona.

Use cases:

 Know your business (KYB)

 Compliance

 Operational efficiency