

On-Site Id Verification In Iowa

Case Study

In Iowa, players must be on-site at specified properties to set up their accounts and complete their ID verification, prior to placing online bets. That used to mean standing in long lines at kiosks while waiting for casino staff to check players' documents and verify their identity. Operators in Iowa needed a solution that made it possible to verify that someone was truly on-site, so that they could complete their account creation and ID verification via a mobile app, in order to start placing bets online.



Challenges

- Regulations required that player identity verification be completed on-premises
- Long lines at kiosks while players waited for identity documents to be verified and accepted by casino staff
- Streamline the KYC and ID verification process in order to create a positive customer experience

PinPoint made it possible for players to be anywhere on the property and use the DraftKings app to verify their documentation. Customers simply input the required data and documents, following the steps in the app, using their own mobile device.

Benefits Of Using PinPoint

- Players can now verify their identity anywhere on a property using their own mobile devices and the DraftKings app
- Improved customer experience by eliminating the need to wait in line at kiosks for ID verification
- Significantly increased the capacity of the casino and sportsbook to onboard new players

