



**EQUIFAX®**

# Holcim accelerates account openings 7x: From One Week to 24 Hours with Equifax Biometrics



## Case Study



### Introduction

As a global leader in sustainable and innovative building solutions, Holcim supplies concrete, aggregates, and precast products in 26 countries.

Partnering with Equifax, Holcim Australia aimed to digitise and enhance their trade credit customer onboarding process by implementing a biometric identity verification solution.

Their prior onboarding method, which involved in-person, manual identity checks was inefficient and posed risk management challenges.

Holcim experienced significant advantages after implementing Equifax biometric identity verification:

- A dramatic reduction in account opening times, from one week to as little as 24 hours.
- A single platform for credit decisioning and ID verification
- Significant operational efficiencies, freeing up the sales team to focus on core sales activities
- Strengthened Know Your Customer (KYC) processes and protection against identity-related fraud.
- An improved, seamless onboarding experience for new customers.



“We needed a true one-stop-shop for account opening and risk assessment. The ability to ID a customer, check them for risk and PPSR, and approve an account within 24 hours - all in the one place - has been groundbreaking.”

Damien Kelly, National Credit Manager, Holcim

## Problem

Holcim's account opening process was manual, time-consuming and siloed. When a new customer applied for a trade account, they first had to print, physically sign, and scan the application back to Holcim's credit department.

Next, one of Holcim's sales representatives had to travel to the customer's location to physically sight their driver's licence to complete the KYC check. These processes operated independently within systems that did not communicate, creating three core problems:

- 1. Inefficiency:** The process took, on average, one week to complete. This created a poor customer experience and risked losing business in a competitive market where speed is critical.
- 2. Operational cost:** The sales team spent valuable time on administrative tasks and travel for identity checks.
- 3. Risk management:** There was a lack of certainty that manual checks were always performed correctly, creating a potential gap in risk management and making it difficult to confirm they were trading with the correct entity.

## Solution

Holcim transitioned to the Equifax Biometrics solution, which is a solution provided in partnership with IDVerse, a LexisNexis® Risk Solutions company, in early 2024. Initially a standalone product, Holcim and Equifax collaborated to integrate it with Holcim's credit decisioning platform. This created a single, streamlined workflow where a customer's identity can be verified and credit approved in one platform. Additionally, the platform includes a PPSR search function, enabling Holcim to complete this due diligence without leaving the system.

The new process is seamless. When a customer applies for a trade account, they input their ABN and other application details online, which triggers an SMS link to their smartphone to complete the biometrics check. The link directs customers to a mobile workflow to scan their ID, perform a document fraud analysis and capture a live video selfie.

AI-driven technology verifies the ID document's authenticity, matches the selfie to the ID photo using facial recognition, and confirms the applicant is physically present via liveness detection. This data flows directly into Holcim's credit assessment platform, allowing the credit team to quickly collate the data and open the account.

Equifax and Holcim collaborated on enhancing the solution, ensuring it met the needs of their high-volume environment, which processes 200 to 300 new accounts monthly. Refinements included a credit assessment flag for setting specific risk parameters and an automated approval or rejection suggestion. A feature to resend the biometric link was also implemented, allowing sales representatives to efficiently re-initiate the verification if needed.



## Results

The implementation of Equifax Biometrics into Holcim's credit decisioning platform has delivered transformative results. The account opening process is now faster, more secure, and more efficient.

Onboarding time has been reduced from an average of one week to just 24 hours. This speed provides a vastly improved customer experience, allowing builders and tradespeople to complete their entire application on a smartphone from a worksite, without needing a printer or scanner.

This newfound efficiency has enabled Holcim's 400-strong sales team to dedicate more time to revenue-generating activities and client relationship building.

The solution has also significantly strengthened Holcim's risk management framework. The multi-layered biometrics process helps mitigate the risk of fraudulent account openings and provides a robust audit trail. The biometric data - including photo verification, personal details, and geolocation - establishes evidence of identity and consent, minimising potential disputes.

By verifying the director's identity biometrically, for example, Holcim gains a robust record of who opened the account. This protects against future disputes and helps to identify 'phoenixing' activity, which is the deliberate liquidation of assets to avoid debt and the creation of a new company that continues the same business activity while masking the credit risk of those behind the business.

Holcim continues its partnership with Equifax, confident they are leveraging leading technology to innovate and improve business processes.

"We value our partnership with Equifax; they listen to our needs from the front line and consistently deliver solutions that work for our business. We've transitioned from a three-stop shop to a one-stop shop. It shows how much we prioritise innovation and are open to being early adopters."

**Damien Kelly, National Credit Manager, Holcim**

**To learn more about our Biometrics solution, visit [this page](#).  
You can download a video demo or get in touch with an expert.**

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This case study is based on an interview with Holcim conducted in May 2025.