

How AirPak Reduced Enhanced Due Diligence by 60% with ThetaRay's Cognitive AI Customer Risk Assessment Case Study

Overview

Company: AirPak
Sector: Cross-border Payments
Coverage: Central America, Latin America
Customers: Businesses and individuals using remittance and payment services

The challenge

Operating across multiple jurisdictions with varied regulatory environments, AirPak's compliance teams faced constant friction balancing regulatory demands with business agility. Their customer risk assessment process was constrained by:

- Static, hard-to-adjust regulatory risk matrices per country
- High volume of unnecessary Enhanced Due Diligence (EDD) cases
- Excessive manual workload for compliance analysts
- Customer onboarding delays caused by overclassified risk alerts

The solution: ThetaRay Customer Risk Assessment Platform

In early 2024, AirPak deployed ThetaRay's Customer Risk Assessment platform across its Central American operations. ThetaRay's Cognitive AI and adaptable risk matrix system allowed AirPak to:

- Automate customer profiling with continuous and dynamic risk updates
- Align compliance processes with evolving local regulations
- Reduce unnecessary EDD investigations through more precise effective risk assessment
- Support real-time customer risk analysis with full explainability and audit trails



"We chose a solution that adapts to our operations, not the other way around. Transparency and regulatory alignment were key for us."

Carlos Zúniga Nuñez
Chief Legal Officer
Airpak



The impact: Measurable improvements in 6 months

60% reduction in total EDD case volume

40% reduction in manual analysis time per case

30% less additional documentation required for EDD, reducing operational workload and customer friction.

Faster onboarding times and reduced customer friction

"ThetaRay's Customer Risk Assessment brought clarity, reducing risk assessment errors and improving both compliance and customer experience."



Iván Guzmán
Regional Head of Compliance
AirPak

The Business Value Beyond Compliance



Improved Customer Experience
Increase in customer retention as previously misclassified high-risk clients were onboarded more smoothly.



Market Expansion
AirPak is able to confidently approach markets that require more nuanced risk assessment frameworks.



Regulatory Trust
Transparent, traceable risk assessment processes helped reinforce trust with regulators across multiple jurisdictions.

Ready to scale AML compliance the smart way?

Talk to an expert

And discover how ThetaRay's Cognitive AI can help your team reduce alert fatigue, improve compliance performance, and stay ahead of risk. Visit thetaray.com or email info@thetaray.com