Curology

How manual reviews dropped more than 50% after implementing Cognito

Overview

Curology provides accessible, personalized skincare for acne and anti-aging. A modern web-app enables customers to connect with dermatology providers to get the treatment they need.

Background

Identity verification plays an important role in Curology's dermatology service. However, providing documentation was a cumbersome process that created hurdles for users and required dermatology providers to manually review information unrelated to treatment.

BEFORE

Users were burdened with uploading documentation during sign up

Curology's dermatology providers needed to manually review documentation

High levels of user drop off during sign up

AFTER

Customers are 10% less likely to drop off during identity verification steps

Manual documentation reviews by dermatology providers have dropped by more than 50%

Curology's dermatology providers are able to spend time on what really matters

Challenge

Curology's challenge was twofold. First, high drop off from customers burdened with uploading documentation was leading to increased customer acquisition costs. Second, dermatology providers burdened with reviewing documentation and had less time to focus on patients.

Results

Curology's team of engineers were able to incorporate Cognito into the identity verification process seamlessly with the responsive assistance of the Cognito development team on Slack. After implementing Cognito, Curology saw immediate impact: user signup completion increased 10%. Time-intensive manual documentation reviews decreased by more than 50%. This led to a better experience for both customers and internal dermatology providers.