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Fortune 50 Healthcare Company Selects Mitek's Mobile Fill™ to Onboard New Customers

SAN DIEGO, Feb. 17, 2016 (GLOBE NEWSWIRE) -- Mitek (NASDAQ:MITK) (www.miteksystems.com), a global leader in mobile capture and identity verification software solutions, today announced that a Fortune 50 healthcare company has selected Mitek's Mobile Fill™ identity capture solution to significantly improve its customer onboarding experience by reducing the time it takes to sign up for services via its mobile app. The healthcare company plans to use Mobile Fill in multiple lines of business.

"Optimizing the mobile channel for customer convenience is a key competitive differentiator for businesses across industries and delivering a high quality, fast and easy experience to the mobile user is extremely important," said James DeBello, president & CEO, Mitek. "This is why one of the world's most innovative healthcare brands has selected Mobile Fill™, which can pre-fill any form with accurate personal data in seconds by snapping a photo of a driver license."

A recent Zogby Analytics survey found that Millennials want to digitize all commerce through their mobile camera, and they love the convenience of taking a picture for data capture and want to be doing more of it. In fact, 68 percent said that they would rather always use mobile capture instead of manually typing information on their smartphone. Mobile Fill provides a fast and easy user experience to consumers and a significant value proposition for businesses seeking to more efficiently and effectively acquire new customers in the mobile channel.

About Mitek

Mitek (NASDAQ:MITK) is a global leader in mobile capture and identity verification software solutions. Mitek's ID document verification allows an enterprise to verify a user's identity during a mobile transaction, enabling financial institutions, payments companies and other businesses operating in highly regulated markets to transact business safely while increasing revenue from the mobile channel. Mitek also reduces the friction in the mobile users' experience with advanced data prefill. These innovative mobile solutions are embedded into the apps of more than 4,700 organizations and used by tens of millions of consumers daily for new account openings, insurance quoting, mobile check deposit and more. For more information, visit www.miteksystems.com. (MITK-F)

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