

Perpetual KYC: The New Blueprint for Risk-ready, Real-time Compliance

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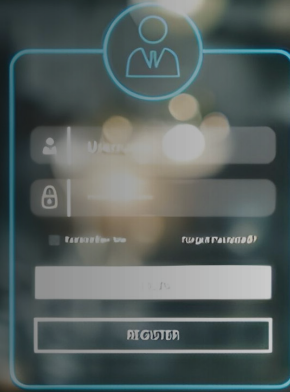


Today's financial institutions are operating in a complex and uncertain landscape marked by rising fraud threats, increasing regulatory scrutiny and mounting operational costs. However, while organizations allocate significant resources to combating financial crime, progress remains elusive.

According to Interpol, the [financial industry](#) detects only about 2 percent of global financial crime flows, despite banks and other institutions commonly assigning up to 15 percent of their workforce to Anti-Money Laundering (AML) activities.¹ It's a gap that underscores the inadequacy of existing approaches and the urgent need for transformation.

The traditional approach to Know Your Customer (KYC) and Customer Due Diligence (CDD) — based on periodic reviews — is a prime example. Static models leave significant gaps between review cycles, creating opportunities for financial criminals to exploit weaknesses and operate undetected. As digital transactions proliferate and financial crime becomes more sophisticated, the need for a more agile and real-time compliance framework has never been greater.

Enter Perpetual KYC (pKYC), a compelling alternative that enables continuous KYC monitoring and delivers real-time alerts when material changes occur. This shift from periodic to perpetual is not merely a technological upgrade; it represents a fundamental transformation in how institutions manage risk and maintain compliance. Here, we explore how organizations can realize this future at speed.



¹How Agentic AI Can Change the Way Banks Fight Financial Crime | McKinsey & Company

Perpetual KYC as the Critical Foundation for Compliance

The [financial crime and compliance](#) sector is experiencing rapid growth, driven by a series of converging developments. Regulatory catch-up is one example, with financial crime and sanctions representing the top priorities for regulators, according to research from EY.² At the same time, increased fragmentation and geopolitical tensions are driving more complex compliance requirements, while institutions also grapple with the operational challenges of managing vast volumes of data across disparate systems.

These challenges are being intensified by growing digital connectivity — from the rise of digital banking and digital assets to the accelerating AI surge — all of which are creating new, rapidly evolving compliance requirements. In response, many are turning to automation, [Artificial Intelligence](#) (AI) and strategic outsourcing to build scalable and resilient compliance infrastructures, sparking an era of growth and innovation in the space. By 2030, spending on AML systems is projected to increase by 121 percent, surpassing USD 75 Billion globally, up from USD 33.9 Billion in 2025 — a reflection of accelerating AML compliance transformation.³

At the heart of organizations' re-imagined compliance capabilities sits pKYC, a crucial new paradigm that introduces dynamic, continuous customer due diligence. Rather than relying on scheduled reviews, it continuously assesses customer risk exposure, allowing institutions to respond to changes as they happen.

This real-time risk monitoring helps reduce the likelihood of missed suspicious activities, improves operational efficiency by focusing resources on high-risk cases and enhances the customer experience by minimizing intrusive requests. In doing so, it transforms compliance from a reactive function into a proactive risk management capability.

Importantly, pKYC models also align with evolving regulatory expectations, which increasingly emphasize explainability, auditability and a forward-looking, risk-based approach. Such proactivity is crucial in today's complex financial ecosystem, enabling organizations to not only mitigate risk but also create a stronger foundation for growth.



²2025 Global Financial Services Regulatory Outlook | EY

³Global AML Systems Spending to Reach \$75bn by 2030, Juniper Research Finds | The Fintech Times



Enabling Transformation with Next-generation Tech

Successfully building modern pKYC solutions requires organizations to leverage the latest in advanced technologies. Only by doing so can they orchestrate the intelligent, adaptive compliance workflows required for real-time compliance. AI-powered platforms, for instance, can integrate data from diverse sources, enabling context-rich decision-making and seamless connectivity across systems.

[Agentic AI](#) in compliance represents a step change in compliance, delivering automation and productivity gains across the client lifecycle. Leading institutions are already embedding self-learning cognitive agents into existing workflows, strengthening risk detection and enabling teams to focus on high-value, high-risk cases — confident that continuous KYC monitoring is running in the background. According to McKinsey, Agentic AI can offer as much as a 20-fold increase in productivity gains for financial institutions, demonstrating the transformative potential at stake.⁴

Alongside speed and efficiency, transparency is also central to modern KYC automation. Through enhanced connectivity, every action, whether human or AI-driven, can be logged and tied inherently to controls and policies, ensuring real-time regulatory alignment. The result is a compliance ecosystem that not only works faster but is also more resilient and robust.

⁴How Agentic AI Can Change the Way Banks Fight Financial Crime | McKinsey & Company

Partnering for Real-world Impact

Perpetual KYC is poised to become a cornerstone of modern financial crime compliance. As the regulatory landscape continues to evolve and financial crime grows in complexity, the race is on for institutions to move beyond legacy models and embrace dynamic KYC and continuous AML monitoring instead. Organizations that can realize this future stand to accelerate onboarding times and outreach, enhance fraud detection capabilities, reduce false positives and manual workloads, and align with regulatory expectations.

Achieving this transformation, however, requires more than technology. It demands a strategic approach that combines domain expertise, operational excellence and the right partnerships. By collaborating with experienced providers, institutions can accelerate their journey toward real-time compliance, reduce costs and better defend against emerging threats.

The mixed success of existing AI initiatives reveals why this kind of holistic approach is required. Despite 80 percent of US banks upping AI investments, most have only achieved limited tactical wins versus strategic transformation, with reactive, siloed efforts yielding inconsistent value.^{5,6} With the right partnership, firms can instantly access the tools and expertise required to ensure that initiatives deliver transformative value.

The shift from periodic to pKYC marks a pivotal moment in the fight against financial crime. It offers a smarter, more responsive way to manage risk, meet regulatory obligations and enhance customer trust. As institutions navigate this transition, those that act decisively will be best positioned to protect their business, customers and the integrity of the financial system.

The move toward Perpetual KYC is accelerating across the industry. Explore how it can fit into your compliance roadmap.
[*Connect with our experts*](#) | [*Explore our capabilities*](#)

⁵80% of Banks Have Upped AI Spending. Here's What They're Buying | American Banker
⁶2026 Banking and Capital Markets Outlook | Deloitte

About WNS

WNS, part of Capgemini, is an Agentic AI-powered intelligent operations and transformation company. We combine deep domain expertise with talent, technology, and AI to co-create innovative solutions for over 700 clients across various industries. WNS delivers an entire spectrum of solutions, including industry-specific offerings, customer experience services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses. WNS has 66,085 professionals across 65 delivery centers worldwide, including facilities in Canada, China, Costa Rica, India, Malaysia, the Philippines, Poland, Romania, South Africa, Sri Lanka, Turkey, the United Kingdom, and the United States.

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