Our intensity.
Your agility.

Case Study
UniServe™ NXT | Customer Onboarding

Fastest registration of subscribers to ace the India telecom market in quickest time with next-gen onboarding solution

Fastest growing Telecom Service Provider in the world which provides wireless 4G LTE service network and is the only Voice over LTE operator in the country with coverage across all 22 telecom circles in India.

Its services were commercially launched on 5 September 2016 with a vision to make India a formidable player in the digital revolution.

Within 170 days of the launch, the TSP has crossed the 100 million customer mark, acquiring 7 customers every second, growing faster than any technology company like Facebook, and WhatsApp.

Business Challenges:

Onboarding customers was the first step in beginning a relationship, and the TSP wanted to deliver the fastest and an efficient onboarding experience to ace the Indian telecom market.

- Catering to an array of KYC regulatory requirements to onboard different types of customer segments
- Give the convenience of onboarding the customer in less than 10 min using digital channels and extracting data from national database
- Support both digital and physical channels for onboarding and yet activate services in the fastest possible time
- Apart from KYC regulations, Telecom Regulatory Authority of India has a mandate not to onboard customers having more than 9 SIMs registered on subscriber's name from the same circle. This had to be checked before onboarding every customer
- Efficient data capture while onboarding to ensure personalization of the service

Our solution

Our Customer onboarding solution built on UniServe™ NXT platform with strong case management capabilities offers out-of-the box solution for customer onboarding suited to the telecom vertical. Our process automation helped the TSP to onboard customers in less than 10 minutes while meeting all regulatory mandates. We process around 1.3 Million subscriber data in a single day.

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A solution sui generis configured to support various use cases of customer onboarding:

- Physical paper driven KYC and subsequent onboarding
- Digital onboarding by connecting to national database to authenticate customer information for local citizens
- Onboarding non-local residents of the state by verifying the local references provided by the customer
- Foreign nationals visiting the country through e-visa KYC process
- Different regulatory mandates to be followed while onboarding people living in high security states like Jammu and Kashmir

Seamless onboarding of customers by integrating with multiple systems

To capture customer information — Mobile app and desktop application

To allow access and relevant permission to users — Oracle identity management systems

To extract scanned POI and POA documents — Image upload application

To authenticate credentials of the agent — Dealer management system

To create customer record before activation — CRM

To ensure compliance to TRAI regulations — Data de-duplication engine

To send status alerts to subscribers — Centralized notification engine

To update onboarding status — Customer service application

To get the status of physical application forms — Courier tracking system

To enable updating various applications — TIBCO ESB

UniServe™ NXT

In10s

100 million subscribers onboarded in 170 days

Dynamic workflow that adapts to the changing needs of onboarding process:

- Priority workflows for preferred customers
- Localization of screens to adapt to various languages
- Skill based routing of the job
- Jobs can be re-routed by team leads
- Auto assignment of jobs
- Configuration for switching, routing and customization for new process flows
- Supports parallel flows and multiple threads

Key Benefits

Prompt and efficient compliance

- Ensured 100% compliance with all telecom regulations in India (TRAI and DOT)
- Automation of customer information upload and verification using Aadhaar and biometrics ensured quickest SIM activation
- Provided electronic document storage facility with access rights and version control for legal and regulatory departments, thereby ensuring adherence to compliance

Gaining market share

- 100 million subscribers onboarded in 170 days
- Elevated as top service provider in record time
- Established India as the no.1 in world for Mobile internet usage

Customer satisfaction

- Service at the doorstep by enabling mobile data capture to enhance customer experience
- Onboarding customers in just minutes, resulting in higher customer satisfaction
- Customer database could be leveraged for better cross-sell and up-sell based on customer's preferences

Intense Technologies Limited is a global enterprise software products company, headquartered in India with a strong presence in USA, LATAM, EMEA and APAC. Our enterprise software products are used globally by Fortune 500s for building agility by digitalizing customer experience lifecycle.

To know more about our solutions, visit www.in10stech.com or e-mail info@in10stech.com