

## Case Study

### UniServe™ NXT | Customer Onboarding

# Automation of Customer Onboarding for improved market share

Etisalat is the Middle East's leading telecommunications operator and one of the largest corporations in the six Arab countries of the Gulf Cooperation Council, with a market value of over AED 152 billion (42 billion USD) and annual revenues of AED 52.4 billion (14.2 billion USD).

Etisalat, a multinational, blue-chip organization, is a pioneer in next-generation networks for both fixed-line and wireless services with operations in 19 countries in the Middle East, Africa and Asia.

We aid Etisalat's subscriber registration automation and onboarding of customers to reduce their turnaround times by more than 50% and enable them to gain competitive advantage.



## Business Challenges

Etisalat wanted to be industry leaders in adopting digital technologies and transforming its existing process to suit the expectations of digital customers. They identified customer onboarding as a critical customer interfacing processes that needs to be transformed to enable greater market penetration and enhance customer experience.

It was also important for Etisalat to follow the regulatory mandate while onboarding customers as negligence would result in penalties and damage the corporate brand.

### **The business objectives of automating onboarding using UniServe™ NXT**

- To curb the manual effort and reduce the time taken in collection of subscriber information
- To move on from traditional physical documentation and to be in tune with the present digital trends and in turn improve customer service
- Automation of time consuming customer document collection subsequently bringing down the turnaround time
- Single system to aid the process of subscriber onboarding which can integrate with related CRM systems
- An application which is mobile in nature which would aid the agents of Etisalat to move out of office and acquire customers at any location & time. This would help improve market penetration.
- One system which can collect information from various sources (Passport, UAE ID, Labor Card, Driving license, etc.), thus reducing documentation & storage expenses

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## The Solution

UniServe™ NXT platform based customer onboarding solution is an intelligent, TABLET based, end-to-end automated application that captures customer information like photograph, Proof of Address (POA), Proof of Identity (POI) & Biometric Fingerprints as per business requirements. Data capture from multiple sources (Passport, UAE ID, Labor Card, Driving license, etc.) - QR code, barcode, etc., aid automated data entry followed by which a series of validation & verification steps are undertaken to ensure the identity of that applicant who is being onboarded.

With the use of a customized TABLET device which can Integrate with EIDA(Emirates Identity Authority), CRM(Customer Relationship Management), KR(key retailer), DMS(Data Management System), SMSC(Short Message Service Center), SMTP(Simple Mail Transfer Protocol); the subscriber registration automation and onboarding of customers is brought into effect in an efficient and time saving manner.

## Modules implemented for subscriber registration automation process

### 1. Data Capture

Photograph, Proof of Address (POA), Proof of Identity (POI) & Biometric details of the applicant are captured, as per business requirements

### 2. Document Manager

Scanning and Digital Storage of applicant information in a specific Storage hierarchy for retrieval and workflow management are done

### 3. Workflow Manager

Case Management of each and every applicant's application form is done which helps in automating the business processes. Verification and validation is also done at this module

### 4. Search and Retrieval

Facilitates ready access to any documents stored in the repository for business process management

### 5. Audit Trail

Enables the management to track and control the whole system at any point of time

### 6. Reporting

Customized reports and standard reports on the document repository, document retrieval, workflow processes, etc., are generated

### 7. Alerts Manager

Alerts based on parameters configured within the application interface are sent out to relevant stakeholders in a timely manner

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### Key Benefits

- Capturing customer's information (photograph, Proof Of Address, Proof Of Identity) digitally through TABLET devices in a faster, automated, and more effective manner
- Integration with national database helps in capturing valid information & avoid data entry costs
- Capturing biometric details for authentication
- Offline Capture of Customer information in areas of limited Data connectivity
- Verification of the applicant information for validation & onboarding
- Adherence to the regulatory compliance
- Faster document access & retrieval for effective workflow optimization
- Customer satisfaction with better turnaround time & faster services to improve market share



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