

Case Study
UniServe™ NXT | Customer Onboarding

Enhanced subscriber experience across all channels throughout the customer lifecycle with **Digitalization** of Customer Onboarding

One of India's largest and leading public sector units providing comprehensive range of telecom services implements AI driven UniServe™ NXT platform to enhance their subscriber experience and digitalize customer acquisition.



The Objective

The telecom aimed to digitalize the entire customer life-cycle management starting with a compelling onboarding experience through an integrated platform.

Business Challenges

- Long, paper driven onboarding process
- Non-compliance to regulations and trouble with customer data silos
- Need for a fast, easy and effective system for onboarding the new age digital customers

UniServe™ NXT at work The Platform Advantage



Configurable UX designer to empower business users



RPA based Business Process Automation for end-to-end process automation



Continuous integration and continuous deployment for lower costs and faster deployment



Comprehensive business rules manager for customized process flow



Experimentation that enables business process

Intense offers Managed Services that helped the telecom create efficiencies, which includes :

- Comprehensive end-to-end management of the application from Installation and configuration to management and monitoring
 - Complete infrastructure arrangement & support
 - Round-the-clock onsite operations
 - Annual maintenance Service (L3 support) with a dedicated team
 - Customer support
- All of these helped reduce OPEX and capital outlay for hardware and control staffing

Solution delivered



Unified subscriber enrolment- moved from multiple applications working in silos to a single unified platform.



AI based algorithm for dynamic customer identification as per regulatory guidelines to check number of connections held by subscriber.



Centralized CAF management system for creating a repository of customer KYC records to meet the regulatory compliance.



Robotic Process Automation of customer verification and onboarding process.



Mobile app and web applications for seamless customer enrolment, KYC management and activations.

Contactless SIM Activation

The Telecom Service Provider launched a fully contactless, online customer acquisition process using our Digital Onboarding Solution. With this solution, they can digitally authenticate a customer's identity, address and photographs with 19 established customer 'proof of identity' and 'proof of address' options.

The process is simplified with the request from the customer for Contactless SIM activation on the website. The customer fills the Form with the required information, providing POI and POA(in JPEG format) and uploads the photograph.

Once the verification process is complete, the customer is given the unique option of choosing a number from the- Number Management System (NMS)

The digitally secured contactless process ensures timely physical home delivery of mobile SIMs.

Benefits

- Superior Customer experience
- Contactless mobile user activations system increased mobile SIM sales as customers could be onboarded online without them having to turn up at mobile retail stores to buy a connection.
- Reduction in the telco's customer activations costs
- Reduced physical mobile stores footprint

Business Benefits

- A state-of-the-art, centralized digital onboarding of over 1 million customers per month
- Improved operational efficiency with increase in customer enrolment by 40% from 2006 to 2019
- 100% compliance to KYC compliance regulation
- Reduced employee logistics costs by 88% to meet KYC CAF compliance
- Compelling customer experience across all channels throughout the customer lifecycle
- Centralized digital onboarding, thus greater efficiency in complying with TRAI regulations, enhanced customer experience and reduced costs
- Improved customer onboarding to activation (TAT) time
- Eliminated costs associated with compliance audit
- Enhanced subscriber/customer lifecycle management

50% faster onboarding of customers through quick completion of transactional activities, leading to substantial time saving and improved customer satisfaction.

In10s

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