

Case Study  
UniServe™ NXT | Onboarding



# Fastest registration of subscribers to ace the Indian 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 implemented the Onboarding Solution built on UniServe™ NXT platform.

Our process automation helped the telecom to onboard customers in less than 10 minutes while meeting all regulatory mandates.

Currently they are **onboarding 1.5 million** subscribers per day, and **acquiring 7 customers** every single second

# The Objective

To onboard customers in less than 10 minutes and onboard different customer segments, support both digital and physical channels and extracting data from national database. 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.

## Business Challenges



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 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.

### 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

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

- Integration with 20+ applications
- 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



## 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
- Improved market share
- 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

## Some of the Business Benefits:

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- Onboarded customers in less than **2 minutes** while meeting **100%** compliance to all regulatory mandates
- Achieved **50 million** subscribers in 83 days and **100 million** subscribers in **170 days**
- Currently they are onboarding **1.5 million** subscribers **per day**
- They were acquiring **7 customers** every single second

The logo for In10s, featuring the text 'In10s' in a bold, blue, sans-serif font. The '10' is stylized with a small square icon above the '0'. The background of the slide shows a faded image of a telecommunications tower with various antennas and equipment.

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