

Automation of customer Onboarding for improved market share



The Objective

A leading telecommunication provider in the Middle East was after an integrated solution which would automate the customer onboarding process. The objective was to provide greater customer experience with an eye on greater market penetration. The solution should seamlessly integrate with the mobile platform and should facilitate customised reporting.

The Challenge

The adoption of digital technology in compliance with the regulatory and industry standards in order to automate a paper-based “customer Onboarding process was quite challenging. The paper-based “onboarding” process had led to low operational efficiency resulting in customer dissatisfaction and inefficient use and protection of customer data.

The Solution

With the KYC solution, iSON helped the operator in automating its subscriber registration and its customer onboarding process, reducing turnaround times by more than 50%. A customised-on premise and integrated mobile solution were configured according to the operator’s requirements which aided in effortless automation of customer onboarding process. The integrated platform enabled a “single source of truth” repository by integrating data from CRM systems and various other sources like passport, Middle East ID, Labour Card, Driving license, etc. The availability of digital data enabled the operator to gain the competitive advantage by improving its subscriber activation performance to an average of 3 minutes, from 30-45 mins (within city limits) and 12-24 hrs (outside city limits). The solution has been implemented for 3800+ Android devices across the country with 2.5 million activations over one year. Mobile enablement allows the operator’s agents were able to recruit new customers on the go, thus improving market penetration and eventually, bottom line projections.

KYC solution captured customers’ key information such as photographs, Proof of Address (POA), Proof of Identity (POI) & Biometric Fingerprints, according to business requirements. The use of QR & barcode facilitated automated data entry, with a series of validation & verification steps, mandatorily undertaken to ascertain the authenticity of the subscriber being on-boarded.

The following modules were implemented for subscriber registration automation process:



The Benefit

- Automated and Integrated process for onboarding
- Captured 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 allowed capturing valid information, and mitigated cost associated with incorrect manual data entry, fraudulent and redundant data resulting in faster retrieval of customer application forms.
- Reduced OpEx: Paperless activations, authentication, and verification resulted in around 30% OpEx savings in physical storage, maintenance, manpower, etc.
- Offline Activation: In areas of limited data connectivity, customer information was captured offline thus resulting in faster & effective customer onboarding process even in offline mode.
- Effective compliance: Earlier 90% application data were non-normalized, but our solution effectively ensured 100% normalization of all data, electronically captured.