

Customer Acquisition process enhancement for leading Telco clients.

The business challenge and solution by iSON

iSON was entrusted with the responsibility of customer acquisition and on boarding for two of the leading Telco brands, one after another. After detailed discussions with both the clients, iSON team prepared a step by step process for the on boarding project.

- ❖ The customer visits the retail shop and asks for new connection
- ❖ If the list of documents/ID required are available, collect the same from customer
- ❖ If docs/IDs NA, suggest to arrange documents/ID and then revisit for connection Retailer/SSO/POS etc.
- ❖ Conduct KYC using Biometric tool & upload the same in DMS database
- ❖ Agents opens the URLbased application and logs in with credentials
- ❖ Clicks on verify registrations
- ❖ The forms appears, one at a time for verification
- ❖ The form is divided into four window / partition having:
 - Mandatory textual information to be verified
 - Portrait image of customer
 - Customer Identification Proof
 - Signature of customer
- ❖ The agent needs to validate the information of form and image matching with the identification proof.
- ❖ Basis validation, the agent will either approve / decline the form and specify the reason for approval / decline.
- ❖ The above completes the verification process. The TAT for verifying a form provided by Tigo is 90 secs. Actual time achieved is 40 seconds.
- ❖ KYC will go to the queue & case will be auto allocated to back office team
- ❖ Check KYC data form i.e. Photo/ID/Docs for Matches & mandatory information available?
- ❖ If Yes: Click Ok & case assigned to check clarity of the photo, ID & documents
- ❖ If No: reject the case, System will send auto SMS to customer & retailer
- ❖ if number already unbarred, check for information clear & correct?
- ❖ If Yes: Auto SMS to customer & retailer about successful KYC will be sent by system
- ❖ If No: Reject the case



Scope of Work Comparison between the two processes on SIM Regis Eye Ball that we run:

Detailed Scope of Work

Client 1

Client 2

Verification (Approval / Decline)	Yes	Yes
Editing minor corrections	No	Yes
Out calling freelancers (10% of overall volumes)	No	Yes
Premises	Yes	Yes
Physical infra - Furniture etc.	Yes	Yes
Desktops	Yes	Yes
Headsets for out calling	No	Yes
IT Infra - Integration to CCT provided by Purchaser	No	Yes
Connectivity to be provided by purchaser	NA	Yes
Application for verification provided by purchaser	Yes	Yes
Internet connectivity	Yes	Yes
AHT provided / assumed	90 Seconds	180 Seconds
Operating Window	0800 - 1800hrs	24 X 7
Ratios of eKYC to overall volume	50%	100%
Volumes / Month	>=300000	>=600000
Start Date	July' 2016	Nov' 2016

The results

- Client 1 AHT of 40 seconds against the client's Target of 90 seconds – over 55% improvement in capacity
- Client 2 AHT of 45 seconds against the client expectation of 180 seconds - 75% improvement in capacity
- Internal Quality Score was maintained above 99.5% for both LOBS'.
- The client feedback was very good for both LOB's and we did not receive any complaint on quality of work.
- Being aware of our experience and expertise in managing the physical SIM Registration business for Client 1, both the clients took our inputs to design the application.



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