



SoftAge



Case Study - Vodafone

Customer Information Form Reverification for one of the Telecom Giant in India

As India's leading mobile operator, Vodafone Esser faced a major challenge when Department of Telecommunications issued stringent subscriber re-verification norms, making it mandatory for all telecom operators to complete the re-verification process of their existing connections within time period defined by Government regulatory. The Vodafone find customer re-verification exercise to be a complex process as Vodafone mobile users were scattered across country. The company knew, it needed a better solution. Vodafone turned to SoftAge, the trusted Process partner, Softage's Document Management Services as the solution.

CASE STUDY - VODAFONE CUSTOMER INFORMATION FORM REVERIFICATION FOR ONE OF THE TELECOM GIANT IN INDIA

OVERVIEW

The client, Vodafone Essar, is a leading Telecom Company in the country, and has emerged as second largest customer base company in the Telecom sector. To run smooth operations Vodafone has chosen Softage Information Technology Limited as Business Process Partner.

THE CHALLENGE

In 2010, the Department of telecommunications laid down stringent subscriber verification norms for proper system of verification of the phone number to be implemented, wherever possible and ordering a Reverification of all existing mobile users in the country. This is so as to guard against fraudsters, terrorists, money launderers responsible for spoofing of the phone numbers as mobile phones would be used as the second factor authentication.

In the fresh guidelines, it was stated that though no customer shall be given more than one pre-paid or post-paid connection but if an individual desires to avail more connections, the person will have to give reasons for it. Under no condition, one household in the state shall be entitled to more than six connections

Also, mobile subscribers will no longer be able to furnish electricity bills, caste/domicile certificates or even photo-IDs attested by Group A officers to continue using their mobile phones. Instead, they will have to furnish either a passport, an arms licence, a CGHS (central government health service) card, a driving

license, PAN card or a voter ID issued by the Election Commission to stay connected

The guidelines issued made it mandatory for all telecom operators to complete the re-verification process of their existing connections within six months to avoid disconnection

The ministry had asked security agencies to conduct a secret audit of whether the telecom operators were following the recently revised guidelines that comprised strict verification norms. This would further be followed by random checks every month by DoT's vigilance officers to determine the extent of violation by the operators.

Telecom companies failing to comply with the directive may be heavily penalised and may even lead to cancellation of their licenses. They also clarified on the penalty slabs to be used for determining respective fines. This was too address concerns raised by security agencies, and to further tighten the mobile subscriber verification norms,

A mobile operator with a verification percentage of 95% and above will have to shell out much less than an operator with a lower verification percentage.

DoT has decided that operators will have to pay a penalty of Rs 50,000 per subscriber if they have more than 20 per cent of their user base without proper identity documents.

Graded penalty system:

The operators would be liable to pay out more if they have a higher number of unverified subscribers.

Percentage	Penalty
5%	penalty Rs.1000/subscriber
5-10%	penalty Rs.5000/subscriber
10-20%	penalty Rs.20000/subscriber
<20%	penalty Rs.50000/subscriber

Subscriber re-verification is an ongoing government exercise to close all possible gaps in ensuring the country's security. The DoT has been issuing notifications from time to time to mobile operators to get 100% verification.

In an environment where Indian telcos are adding more than 10 million subscribers a month this comes as a big jolt because these companies would eventually find it unmanageable to handle verification process for such a large number and had to shell out crores to implement DoT's new verification rules.

Vodafone decided to outsource these services and turned to SoftAge. They decided to implement SoftAge Document management services for the entire Reverification process

THE SOLUTION

SoftAge helped Vodafone by undertaking a massive subscriber re-verification drive in different parts of the country to weed out cellular phone connections obtained using fake documentation.

It was indeed a herculean task to re-verify more than 4crore existing Vodafone mobile users scattered across country as per the new guidelines.

To ensure quality and speedy services to existing Vodafone subscribers, the challenge of delivering a document management system, a unique combination of man and machine was daunting

Under the re-verification exercise, SoftAge deployed requisite manpower and over 500 workstations that operated round the clock in different part of the country. All prepaid and postpaid mobile subscribers had to undergo Reverification of their mobile connection with Vodafone by submitting afresh the customer forms and requisite documents for proof of identity, proof of address and customers photograph so that user's identity is traceable.

The physical verification of Customer Information form was done by SoftAge verification executives followed by data verification through second level audit.

SoftAge installed its workflow-based software SoftDoc, to automate and maintain the scanning and record entry of customer information forms. The digitized CIF data was uploaded on Vodafone server for easy access

THE BENEFITS

The solution has been a great success with the Vodafone which resulted in following:-

- ✓ SoftAge was able to Re-verify 4,15,67,165 CIF's for existing subscribers within six months as per the timeline specified by the government.
- ✓ Achieved verification percentage of 99% thus minimizing the penalty as per the graded penalty system
- ✓ The re-verification drive educated their subscribers on the identification issue.
- ✓ Improved privacy protections for customers as it reduced the chances of mishandling customers information.
- ✓ It helped the Government and the Security & Law Enforcement Agencies to combat instances of terrorism and other anti-social activities.
- ✓ The data was uploaded to Vodafone server and the access was provided to government who can view the information when required

ABOUT SOFTAGE

Central to all work in document processing is SoftAge's unique document management process. It is a highly efficient process that operates on the document data flow right from the point-of-collection to the warehouse, including verification, audit, scanning, data entry, data storage. It is a process custom-designed for each client. The process is frame worked and evolves over time in such a way that increases efficiency, security and reduced costs. SoftAge expertise lies in the ability to create such processes to handle gigantic number of documents and have over 15 years of experience in creating and handling such processes.

Thus, this is our USP. Given any custom requirement of any client, we can create highly efficient, scalable and secure processes with a not very high cost. To back this up, we have a large team of experienced, motivated and hard-working employees who successfully carry out the algorithm of the process.

"The aim was to achieve 100% verification percentage within the timeline specified by the government.

Fahmida Ozair
Director
Softage