



Orange Point of Sales Improves Service Efficiency Using SIGNificant Signature Solution

Digital signature allows full automation of document workflow and thus shortening the queues



Highlights

- Client:** Orange - one of Israel's largest cellular telephone providers
- Product:** SIGNificant
- Number of signature stations:** Several hundreds
- Full return on investment:** In only 3 months

The Enterprise

Orange is one of Israel's largest cellular telephone companies (more than a million active subscribers) and is part of the multinational Orange Group. In order to gain the competitive edge in a highly competitive marketplace, Orange maintains hundreds of sales points, customer relation's counters, and service stations throughout the country. This service infrastructure requires rapidly increasing investments in manpower, archiving and paper work, not to mention man-hours.

Challenge

While Orange is fully automated and supported by its own database and LAN and WAN networks, documents and customer relation's services still involve paper work. Countless forms have to be filled in and these cover a multitude of subjects from registration of a new customer, through technical service requirements, to special customer needs. The company recognized the need for an acceptable, reliable and efficient system that would maximize financial and commercial activities by improving the flow and control of documents, and in addition, would ensure personal authentication wherever required. SIGNificant provided the solution that answered all these requirements.

Solution

SIGNificant was fully integrated with Orange's existing systems and required no changes in the organization's business practices. The SIGNificant digital signature technology enabled the establishment of a management infrastructure for paper-free workflow management and improved document processing. By including authentication into the authorization processes and document workflow, document completion by clients and agents were translated into secure, fast, web-based procedures. Document duplication was eliminated as well as the need for extensive document archives. Efficiency and security of applications were enhanced. The system also included an automatic system for point-of-sale transactions as well as audit trailing.

Wide Benefits

The solution brought Orange immediate returns on investment by substantially reducing the cost of paper work, scanning, archiving and manpower from the day of installation. In addition, the system provides the infrastructure for m-commerce applications planned by Orange for the near future. In the critical area of customer relations, the reduced waiting time at counters and the convenience of remote and secured document handling all added to the company's image.

Version: April 2008