



CASE STUDY

xyzmo
the next generation digital signature

Cellcom Uses xyzmo's Signature Solution for Signing all Customer Forms in Point of Sales

Highlights

Client: Cellcom - Israel's largest cellular telephone provider

Product: SIGNificant

Number of signature stations: over 1,000

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Project Manager
Digital Signature

Shortly after assimilating xyzmo's web-based signature solution, we managed to improve customer service and to ease the representative's paperwork involved tasks while presenting advanced corporate image and most importantly cutting down on paper and archive expenses."

The Enterprise

Cellcom

Cellcom was founded at the end of 1994, and within a short time revolutionized Israel's telecommunications industry. Today Cellcom is the leading cellular communications operator and one of the strongest brands in Israel. From its first day, Cellcom is committed to high standards, quality service, affordable prices, reliability and innovative technology, for every customer.

Challenge

A dynamic organization as Cellcom, which aims for an efficient working environment and customer relation's services, involve comprehensive paper-work to cover multitude subjects from registration of a new customer, technical service requirements, to special customer needs. The company recognized a need for a 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 for the electronic documents wherever required.

Solution

xyzmo provided the solution that answered all of Cellcom's requirements and matched their vision in such a competitive industry. xyzmo managed the full integration with Cellcom's existing systems and there was no need for any changes in the organization's business practices.

xyzmo technology enabled the establishment of a management infrastructure for paper-free workflow procedures 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.

xyzmo's solution relieves Cellcom from using different forms and paper loads and fits the company vision: strong dedication for remaining at the cutting edge of cellular communications services in Israel.

Wide Benefits

xyzmo's solution brought Cellcom immediate returns on investment by substantially reducing the cost of paper work, scanning, archiving and manpower from the day of installation. 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.

Due to the fact that all the contracts are electronically signed and stored in the archive, each document can be easily retrieved. This efficient process allows making changes in customer's orders. xyzmo's userfriendly solution requires no need for changing habits or learning new software, as signatures are an established method in customer transactions. The system provides a very comfortable feeling of security and allows the customer to enjoy friendly and efficient service without the need to carry forms which can get lost.

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