Swisscom Introduces Mobile Contract Signing at Point Of Sale

Telcoms provider reduces costs and process times, improves data quality with OpenText™ PowerDocs

With approximately 21,100 full-time employees, Swisscom is the leading telecommunications company in Switzerland. The company serves 6.5 million mobile users and 2.1 million broadband customers, and generated net sales of CHF 11.7 billion in fiscal year 2014.

A variety of customer interactions take place every day at the company's 131 shops across Switzerland. Many of these require paper contracts, forms, and documents that must include legally valid signatures. Although digital documents are commonplace within the company, these customer-facing processes have always involved conventional paper forms that are manually signed. However, this is time, cost, and resource intensive for Swisscom. To use the data within these documents for downstream processing, the company has had to digitize these documents. Data has had to be manually extracted and the digital documents stored for future record. The result has been long process cycle times, high costs, and a susceptibility to errors.

For Swisscom, it was clear something had to be done to improve these processes. Swisscom is committed to digital transformation, with a goal to usher customers into the digital world. Knowing that consumers enter its shops more informed and educated than ever before, Swisscom converted all of its stores to a new concept, designed to build on that knowledge and enhance the customer experience. Customers get hands-on access to products with help from trained staff. To further enhance the customer experience, the company turned to OpenText PowerDocs eSignature to help them simplify the contract signing process at the point of sale – achieving significant process and data quality improvements as a result, including increased customer satisfaction.

INDUSTRY

- *Telecommunications*

CUSTOMER

- *Swisscom (Schweiz) AG*

CHALLENGES

- *High number of resource-intensive manual signature processes*
- *Complex digitization of conventional paper contracts*
- *High costs and susceptibility to errors*
- *Load 60 million accounts into a repository monthly*
- *Migrate 18 months-worth of bills to enable e-presentment for historical archives*

SOLUTION

- *OpenText™ PowerDocs*

BENEFITS

- *Reduced printing and processing costs with reduced paper consumption*
- *Improved data quality with fewer errors*
- *Reduced process cycle time benefitting customers and the business*

> *"In cooperation with OpenText, we have automated a third of our process steps, improving the customer experience. The customer can easily get all their digitally signed documents from the customer center. As a result, we have made a great contribution to bringing them into the digital world."*

ERIC NICOLET, HEAD OF PROCESS AND IT, SWISSCOM

Paperless Customer Interactions with Centrally Stored Digital Documentation

In the new Swisscom Shops, employees work with mobile devices when dealing with customers and can advise them on the company's products. This creates customer affinity and trust, better introduces customers to their products, and opens new upselling and cross-selling opportunities. Swisscom began using PowerDocs eSignature in 2013 to enhance the shop environment. Digital signatures are supported directly on all devices, including desktop computers via signature pad technology, and on mobile devices directly through touch screens.

Today, data from signed documents becomes immediately available to complete the customer interaction and for any further downstream processing. All signed documents are then stored centrally at the customer center, and customers can access them at any time. From product brochures to signing contracts, everything can now be handled seamlessly, without any paper involved.

50 Percent Reduction in Processing Times

With the use of PowerDocs eSignature, Swisscom has seen a 50 percent reduction in processing times over the old procedures. Printing and processing costs have also been reduced and data quality improved. By using electronic signatures and eliminating the need for paper documents, Swisscom is delivering on its goal for digital transformation. The changes are befitting a modern telecommunications company, keeping pace with technological developments, using the advances for the benefit of both the organization and its customers.

By reducing the red tape involved in contract signing, Swisscom has also enhanced perceptions: the process is no longer seen as complicated or bureaucratic. The task of document management and storage has become easier for the customer too, with documents readily available in its customer center. Paper consumption has been reduced, improving the company's environmental footprint. Finally, lost contracts and documents have become a thing of the past.

Eric Nicolet, Head of Process and IT at Swisscom expands further, "In cooperation with OpenText, we have automated a third of our process steps, improving the customer experience. The customer can easily get all their digitally signed documents from the customer center. As a result, we have made a great contribution to bringing them into the digital world."

Expanding the Solution Further with Additional Applications

Following the strong performance of PowerDocs in its shops, Swisscom also implemented the solution for all point of sale locations, including partner stores.

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