



SoftAge



Case Study - Vodafone

Customer Application Form Management system for one of the Telecom Giant in India

As India's leading mobile operator, Vodafone Essar knows better than most the challenges of maintaining strong company growth and customer satisfaction at the same time.

When it became clear that handling and maintaining physical documents of customers in India is a necessity and maintaining these records within time period defined by Government regulatory was a major challenge for Vodafone. The company knew, it needed a better solution. Vodafone turned to SoftAge, the trusted process partner, for its Document Management Services as the solution.

CASE STUDY - VODAFONE

CUSTOMER APPLICATION

FORM MANAGEMENT SYSTEM

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 2002, Government passed a rule, making it mandatory for all Telecom Companies to keep record of its subscribers in the form of CAFs with supporting ID & address proof. At that time to manage and maintain record of over 3 million subscribers Vodafone was keen to acquire a Document Management solution, which could collect, authenticate, process, digitize, archive, retrieve and over all maintain customer-related documents in a robust and secure manner. The customer forms were to be uniquely identified with the help of bar codes or Unique Numbering System. Vodafone and government regulatory needed to access these customer forms from its offices. The volume of customer Application Form & Enclosed Documents to be handled by the Vodafone would have caused a serious drain on resources. They received about 60000 Application forms per month in the year of 2002 It would have been a very people intensive process, resulting in slow turnaround time, with no intra-day transparency, which meant, progress reporting would be limited. It just would not have been cost effective to be using this manual resource.

After consultation with Softage it was decided to implement the SoftAge Document Management work flow which would manage entire document

process.

THE SOLUTION

To ensure quality and speedy services to millions of prospective customers, the challenge of delivering a Document Management System, a unique combination of man & machine in a short time was daunting. Document Management system provided by SoftAge is used to collect, authenticate, process, digitize, archive, retrieve documents and upload images & data in the central SoftDoc repository and on Vodafone repository too. Then only SIMs are activated.

SoftAge installed its workflow-based production solution Customer Application Form Management System (CAFMS), which consisted of:

1. DocTrack
2. SoftDoc
3. SublimeD

These software automate and maintain collection, authentication, scanning, record entry and other service operations. Over 300 workstations were deployed that operated round the clock. DocTrack, a web based software, tracks the collection, authentication and service operations. SoftDoc automates the complete scanning, archival and retrieval with ease and allows hundreds of users to access the system concurrently. SublimeD is used to process and digitize the data through images on an online platform.

CAFMS maintains the complete flow and history of each customer application form commencing from Verification section, through the batch processing, work allocation, scanning, data entry, verifying, quality check, making back up, uploading and dispatching documents for warehousing.

This system provides flexible MIS reports generation to bring forth the CAF details at each level of operation.

REVIEW

The solution has been in operation successfully for years. The company is planning to switch from the centralized model to a decentralized one for data processing of forms in the near future. The decentralized model would distribute the scanned images to multiple locations spread across using SublimeD.

KEY HIGHLIGHTS

- *Allows storage and maintenance of huge image database using DocTrack, SoftDoc, and SublimeD*
- *Reduces the query processing time drastically using optimized search facility of SoftDoc*
- *Enables location-wise reconciliation of MIS*
- *Facilitates automated indexing, resulting in accurate retrieval.*
- *MIS facilitates efficient tracking of CAFs across the organization*

THE BENEFITS

The solution has been a great success, with the Telecom Company being able to store and archive more than 500 million documents so far. An unlimited number of concurrent users can log on to the system and access information online. The system provides following benefits:

- *Allows storage and maintenance of huge image database using SoftDoc*
- *Reduces the query processing time drastically using optimized search facility of SoftDoc*
- *Enables location-wise reconciliation of MIS with Sales, Marketing and various support groups of the company*
- *Facilitates automated indexing extraction, resulting in accurate retrieval*
- *MIS facilitates efficient tracking of CAFs across the organization*
- *Significantly minimizes time lag between the prospective customer and after-sales services.*

“The aim was to deliver the project work with perfection. The backlog given was getting in the way of that, so the effort was put in the direction to clear it. By proving this we have set new benchmarks in document management for Telecom.”

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