

Case Study

Wind



Solution
SIGNificant POS



WIND Hellas, one of the Largest Telecom Operators in Greece, is Using SIGNificant Signature Solutions for all Contract Signing at its Point-of-Sales

From its inception, the SIGNificant solution has offered savings for WIND, via the rapid and complete integration of the SIGNificant signature solution.

1 Highlights

Client: WIND Hellas – One of the largest telecommunications operators in Greece

Product: SIGNificant POS

Number of signature stations: approx. 400 shops

2 Overview

Wind Hellas (previously known as TIM Hellas) is one of Greece's largest telecommunications operators with an annual turnover of €1.1 billion and more than 4.4 million customers. It was founded in 1992 and became a technology leader of the Greek mobile telephone market thanks to its innovative products and services. In 2006, Wind Hellas acquired Q Telecom, the 4th largest mobile operator in Greece. This acquisition allowed Wind Hellas to further strengthen its market position.

3 The Challenge

The process used at WIND's POSs for the creation, printing, signature, collection of assorted documentation and their dispatch to the Contracts Administration Department of WIND was not only time, cost and labor consuming but also resulted in a serious amount of workload in the Contract Administration Department, since that every-day business at the POS's produced a significant amount of paper (hard-copy) documents that needed to be digitally handled and managed as a whole by the Contract Administration Department's resources.

Wind's daily work at the POS involved several steps to activate and renew contracts both at the shop as well as internally. The company was looking for a solution that will approach their needs in a holistic manner and suit their organization, processes and systems' related frameworks.

4 The Solution:

SIGNificant's solution addressed all of Wind's needs and even exceeded them, and thus was chosen by WIND as the winning proposal of the open bid they conducted for this purpose. SIGNificant fully integrated the connection between the new and existing applications. The solution also required no changes to WIND's existing business practices, including a wet-ink signature on a hardcopy contract. In order to allow both physical and digital signature of the same document, the HW used was the Wacom Volito Inking Pen Tablet. This tablet, produced as an OEM solution especially for SIGNificant, allows ink and digital signatures by placing a hard-copy contract over the tablet surface. The Volito tablet can also collect biometric signature traits that are unique to each person's signature (pressure, speed, acceleration and angle). Another



requirement fulfilled by SIGNificant was adding the contract's supporting documentation (i.e. customer ID) to the exact signed document.

5 The Benefits

From day one, WIND realized savings from the rapid and complete integration of the SIGNificant signature solution:

- Thanks to the fully digitized process, the contract data is available to the back office systems for real-time decision making at the head office and for immediate electronic archiving.
- Improved customer service, due to the comfortable electronic transmission of contracts, thus enhancing customer experience and elevating Wind's brand image.
- Elimination of contract duplication and/or loss.
- Increased efficiency of sales staff and reduced processing times.
- Sending the contract to the customer via email is possible – no need to print two contracts.
- The solution is intuitive and requires minimal training of sales staff. In addition it also requires no changes in habits – "sign as you always did".