



CASE STUDY

xyzmo[®]
the next generation digital signature

xyzmo provides the Hutchison retail outlets with SIGNificant

SIGNificant embeds the personal signature into documents. This unique web-based signature solution considerably increases service efficiency at the point of sales. SIGNificant allows full automation of document workflow thus shortening customer waiting time in queues.



Highlights

Client:	Hutchison 3G Austria
Product:	SIGNificant
Number of signature stations:	approx. 40 shops with more than 350 signing stations
Full return on investment:	less than 12 months

The enterprise

Hutchison 3G Austria

Hutchison 3G Austria GmbH is a 100% subsidiary of Hutchison Whampoa Limited in Hong Kong (approx. 220,000 employees in 52 countries). A youthful, fresh „style” and innovative pioneering spirit distinguish 3G.

Challenge

The requirements of 3 incorporated complete elimination of the mountain of paper at the point of sale. Now, first customer contact, i.e. registration, takes place without the conventional paper contracts. The customer signs electronically and gets the documentation sent to his email address. Thus, costs at the point of sale are significantly reduced. The paperless process underlines the innovative thinking, which Hutchison 3G Austria also pursues within other operational areas (e.g. the introduction of the e-billing).

The key requirement was to find a proven and reliable solution that guarantees both the maximum customer acceptance combined with a minimum of complexity in terms of technical integration.

Solution

The xyzmo technology enabled the realization of paperless workflow management and improved document processing. The issuing of documents has become a secure, rapid, web-based procedure providing authentication in both the process of authorization and the document workflow.

Documents in duplicate are a thing of the past just like the necessity for extensive paper document archives. The efficiency and security of the applications have been considerably increased.

Together with Hutchison 3G xyzmo developed the connection to the Oracle Peoplesoft CRM. The full integration into the existing systems was carried out within days. The solution also required minimal changes to Hutchison's business practices.

Technology

Based on a highly sophisticated algorithm, SIGNificant offers a reliable and secure solution for signing documents and authenticating identity via a handwritten signature.

The customer doesn't notice any changes in the process. He is carrying out his signature as before, but now digitally with a special pen on a Hutchison 3G branded digital tablet.

Wide Benefits

From day one, Hutchison 3G Austria realized savings from the rapid and complete integration of the xyzmo signature solution.

- The immediate reduction of the costs of paper, scanning, archiving and personnel drives the rapid ROI.
- The digital verification of the signature ensures increased security
- Due to digital signatures the contract data is available to the back office systems for real-time decision making at the head office.
- Improved customer service due to the comfortable electronic transmission of the contracts.
- Lasting contribution of 3G for environmental protection.



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