



## Cellcom Uses WonderNet's Signature Solutions for Signing all Customer Forms in Point of Sales

### Highlights

**Client:** Cellcom - Israel's largest cellular telephone providers

**Product:** WebPDF

**Number of signature stations:** over 1,000

### Overview

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

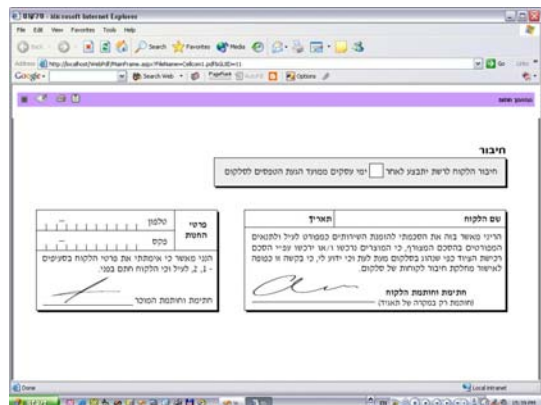
Such a dynamic organization as Cellcom, which aims for an efficient working environment and customer relation's services, involve comprehensive paper-work to cover multitude subjects from registration of a new customer, technical service requirements, to special customer needs.

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.

### WonderNet's Solution

WonderNet provided the solution that answered all of Cellcom's requirements and matched their vision in such a competitive industry.

WonderNet's API (Application Program Interface) fully interfaces with Cellcom's existing systems and required no changes in the organization's business practices. *Penflow*<sup>TM</sup> technology enabled the establishment of a management infrastructure



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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.

WonderNet'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

WonderNet'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 the stored in the archive, each document can be easily retrieved. This efficient process allows making changes in customer's orders.

WonderNets' user-friendly 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.

*"Cellcom continuous efforts are targeted at optimizing customer service at our Sales and Service Points. In the framework of these improvements, we were looking for a way to manage signing procedures for our various service forms. Having to sign vast amount of forms at our Service Points became a bottleneck and was involved with high paperwork costs including printing and archiving. We chose WonderNet's digital signature solution which was impeccably and seamlessly implemented into our existing CRM tools. **Shortly after assimilating WonderNet's web-based signature solution, we managed to improve customer service and to ease the our representative's paperwork involved tasks while presenting advanced corporate image and most importantly cutting down on paper and archive expenses.**"*

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Igor Shmunis,  
Cellcom's Digital Signature Project Manager.

### Technology

Based on a highly sophisticated patented algorithm, *Penflow*<sup>TM</sup> offers a reliable and secure solution for signing documents and authenticating the identity via a handwritten signature. The technology dynamically learns the variations of each signature and by analyzing biometric parameters such as pressure, acceleration, speed, and rhythm, *it* creates a unique personal profile, which is updated and fine-tuned with the natural fluctuations that occur in each person's signature. WonderNet solutions comply with the standard international electronic legislation and supports PKI. The system is easy to use and requires no staff or customer training, nor any alteration in signing modes or habits.

