



Hutchison 3G Retail Outlets Sign Using SIGNificant

Highlights

Client: Hutchison 3G Austria – one of the most innovative cellular phone providers in Austria

Product: SIGNificant™ (www.significant.com)

Number of signature stations: approx. 40 shops with more than 350 signing stations

Full return on investment: less than 12 months

Distributor: xyzmo Software GmbH

Overview: 3G - The enterprise

3G Austria was established in May 2003 as the first pure Mobile Multi Media provider in Austria. With more than 426,000 customers (March 2007) 3G holds clear market leadership within UMTS applications.

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.

The Challenge

Dynamic and modern business such as Hutchison 3G, seek an efficient working environment to allow straightforward customer relation's services. The process of acquiring new customers and maintaining current ones, involve comprehensive paper-work covering: registration of a new customer, technical service requirements, special customer needs, and so on. The company recognized a need for a reliable and efficient system that would establish a paper-free document workflow and maximize financial and commercial activities. In addition, the desired solution should ensure personal authentication of the document signee when and if required.

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 3G branded Wacom signature tablet



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

The Solution

SIGNificant 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. Using SIGNificant, 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.

Signing documents duplicate (carbon copies) is an outdated procedure just like the necessity for extensive paper archives. The efficiency and security of the signed contracts have been considerably increased.

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

Benefits

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

- The immediate reduction of paperwork costs, 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.



About SIGNificant

SIGNificant Signature Solutions GmbH is a leading provider of electronic signature solutions, offering an exclusive product line that equips organizations with a smooth transition for a paperless environment. SIGNificant products are in use by leading companies in various industries such as: telecommunications, banking, insurance, pharmaceutical and others.



The company holds a world-wide distributors network offering sales and customer support to its customers and partners.

SIGNificant™ is a registered trademark of SIGNificant Signature Solutions GmbH.

www.significant.com.