



# Nashua Mobile

## Case Study

### Nashua Mobile chooses Signatura's electronic signature solution at Point of Sale (POS)

#### About Nashua Mobile

Nashua Mobile, one of South Africa's largest, independent cellular solutions providers, has built up a range of offerings from Broadband, Internet service provision and mobile data through to messaging and cellular voice solutions.

The company is one of the few providers to offer customers the choice of three networks (Cell C, MTN, Vodacom). More than 820,000 of South Africa's 10,000,000 plus Contract cellular subscribers are Nashua Mobile customers.



#### Why the need for electronic signatures at POS?

Being one of South Africa's largest, independent cellular providers, Nashua Mobile's branches produce an average of 600 signed contracts every day. These contracts, usually around 4 pages each, have been physically printed twice. One copy was printed in order to be signed by the customer to be archived and one copy for the customer. Along with the signed contract, hard copies of all required supporting documents (e.g. copy of ID, etc.) were sent periodically to the company's head office. At head office, the manual process of scanning, indexing, storing and archiving the paper documents was performed. This process was enormously cost intensive and not adequate for an innovative company such as Nashua Mobile.

#### The Solution: SIGNificant Client

The xyzmo SIGNificant Client, provided by Signatura Solutions was easy to integrate with Nashua Mobile's existing POS, CRM and archiving systems and required no changes in the organisation's business processes.

The customer simply signs on a digital signature tablet (Nashua uses WACOM STU-500 LCD signature pads), the signature image including biometric characteristics is securely embedded in the



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electronic contract and is legally binding. All supporting paper-based documents (e.g. ID copy) are collected and scanned at the POS and attached to the relevant contract. Thereafter the full electronic file is automatically sent to the archiving system.

The SIGNificant digital signature technology enabled the establishment of a management infrastructure for paper-free workflow management and improved document processing. Document duplication was eliminated as well as the need for extensive document archives. Efficiency and security of applications were enhanced.

## The benefits for Nashua Mobile

- **Quicker document handling:**
  - Improves customer service and shortens waiting periods
  - Enhances customer experience
  - Improves company's innovative image
- **Requires no changes to customers signing habits**
- **Fast and complete integration into existing processes**
- **Increases legal compliance, insures a 'legally binding' contract**
- **The solution is intuitive and requires minimal training of sales staff**
- **Significant cost savings compared to paper-based processes through:**
  - Elimination of paper usage, scanning, indexing
  - Reduced processing times
  - Increased efficiency of sales staff
- **Immediate access by head office to signed contracts – transparent tracking**
- **Quick ROI** (expected in less than 12 months)

## What does Nashua Mobile say about the solution?

Says Gillian Young, Senior Manager for Business Services at Nashua Mobile: “Since we have implemented SIGNificant nationwide in almost 150 stores, our customers enjoy a faster, more convenient experience since there is no more need to print, scan and photocopy documents any more. Customer and staff feedback on the process has been very positive since. In addition, we are able to cut down on the amount of paper that we use, which will benefit the environment.”

## About Signatura

Signatura is a specialist IT solutions and services company with a key focus on the use of electronic signature and related technologies to drive cost savings, improve customer experience and business process efficiency. We plan, build and deliver customised solutions that achieve the above goals. We do this by removing paper from business processes and providing the means to biometrically authenticate customers and staff.

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