



Case Study | Radost by O2 | SIM registration

Fully Digital Telco Onboards New Subscribers Remotely

Service activation
via **mobile app**

Radost' is a fully digital telco operator from O2, boasting its own 4G network which covers 97% of the Slovak population. With no branches or phone lines, it serves its customers solely via its mobile app.

Challenge

- Develop an **easy-to-use** onboarding app for new subscribers
- Establish safeguards to reliably verify a subscriber's identity and **protect personal data**

To get a new SIM card, one usually has to visit a branch and submit their identity documents.

Due to COVID restrictions, it was imperative for a new telco player such as Radost' to form a concrete strategy to verify a subscriber's identity and allow access to its services fully remotely.

The identity verification process has to be secure but simple enough for new subscribers to complete. If not, it could discourage them and increase the abandonment rate.

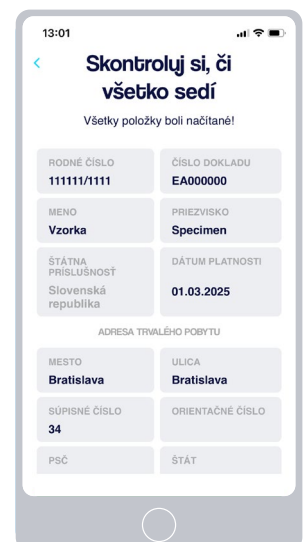
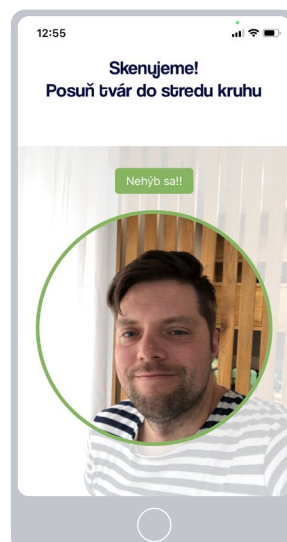
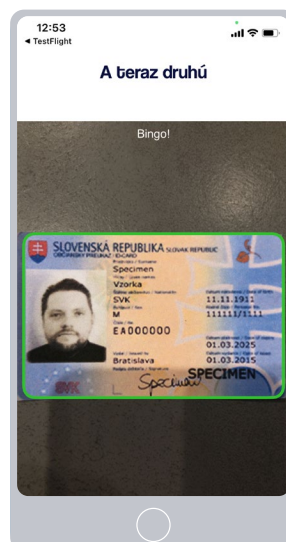
Solution

- Operations exclusively carried out through a **mobile app**
- **Two levels of user authentication** to prevent identity fraud
- **Less than 4 minutes** to complete subscription

Radost' implemented Innovatics Digital Onboarding Toolkit (DOT), which verifies a subscriber's identity remotely via the Radost' app.

The app not only compares the selfie to the ID photo, but also assesses the liveness of the user and automatically extracts all the data from the ID. As the verification process is performed on-device, the user's photo is not stored or sent elsewhere, ensuring the privacy of the subscriber.

The entire subscription process takes no more than four minutes. At the end of onboarding, everything is sorted out, including a payment method via credit card, Google Pay, or Apple Pay.



Results

· **Intuitive and completely digital onboarding process**

As a fully digital operator, Radost' now offers a user-friendly service to would-be subscribers through a mobile app with reliable user authentication.

The whole Radost' experience was built from scratch in less than 4 months with our partner Softec acting as system integrator. The whole backend process runs in AWS, so the company has managed to save time and costs related to purchasing and maintaining hardware.

The innovative approach of Radost' signals a shift in the telecoms industry, reflecting the need for other operators to quickly adapt and deliver services to meet the specific needs of the public.



Milan Morávek
CCO of O2 Slovakia

“ Radost' has been built on the precipice of COVID accelerating the trends of digitization and fully online services. We are absolutely delighted to be able to deliver a carefree contactless digital proposition with face recognition onboarding for all customers in less than 4 months.

Security as a priority

Through facial biometrics, Radost' became the first mobile operator in Slovakia to reliably identify and verify a customer purely in a digital environment.

Contactless User Journey

Thanks to DOT, customers can enjoy smooth and convenient service without any required personal contact through an innovative mobile app.

Fast Deployment

Digital Onboarding Toolkit is easy to integrate and can quickly be connected with backend systems. The entire project was deployed in only 4 months.

Before

Branch visit or call needed to activate new subscription

Brick-and-mortar branches are a must for operations

After

Service activation via mobile app with remote identity verification

Only 4 months to build a fully digital operation from scratch

About us

We are an independent EU-based provider of multimodal biometric solutions. Our algorithms consistently rank among the fastest and most accurate in fingerprint and face recognition. Since 2004, we have partnered with all types of organizations to build trusted and flexible biometric identification solutions. Our products are being used in more than 80 countries, benefiting more than a billion people worldwide.

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