

CASE STUDY - RECORDS MANAGEMENT

Mobitel

A leading wireless provider uses Digital Divide Data's service to manage customer records.

Business Challenge

Mobitel is the leading wireless provider in Cambodia with more than 650,000 subscribers. Every week, thousands of customers sign up for Mobitel's services.

For each new client, Mobitel is legally required to retain copies of SIM-card sign up forms, including a photocopy of the subscriber's identity card. The data on the forms also contains valuable market research and customer support information for the client. In a developing country like Cambodia, and given its massive network of distributors, collecting data online is not an option.

Mobitel's legal record keeping requirements could create a mountain of hard to find paper, fragile paper – creating both a record keeping expense but also a liability in the case of loss. Moreover, without digitization, the valuable customer-service data on each form would be useless.

DDD Solution

Since starting to work with Mobitel in 2002 DDD has grown with Mobitel and the improvements in technology. Everyday, DDD receives the previous day's paper customer sign up forms. By the end of the day, we return indexed, scanned images of every form and a database of customer information that integrates directly with Mobitel's master customer database.

For each physical form, DDD provides:

- Rigorous check in/check out of physical forms to ensure data security and completeness
- Scanning to create a high-fidelity TIF image for potential legal audit
- Double Key data entry to 99.95% accuracy for easy access to customer-service information
- Data Integration and ETL processing for import directly into Mobitel's master database

Impact

This quick-turn around digitization enables Mobitel to access its new customer data quickly and to stay on top of market trends.

The high-quality digital records produced by DDD allows Mobitel to destroy over 700,000 paper forms and still meet its legal record-keeping requirements.

The client has been able to re-allocate several full time staff and IT resources previously assigned to in-house scanning and data entry to more critical business functions.

Find more about our services here: <http://www.digitaldividedata.org/services/records-management/>

Digital Divide Data powers the data entry, XML conversion and digital preservation needs of publishers, libraries, content hosts, academic researchers and businesses world-wide. We deliver these services on the foundation of a socially responsible model that creates opportunity for the world's poorest citizens to earn competitive wages, complete their education, and achieve upward mobility through working in our business.

DIGITAL DIVIDE DATA

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