onfido | moflix × yallo

case study

100

days from "concept" to "production-ready"

compared to years with legacy systems

90%

reduction in time to verify a customer

from 30 minutes to 3 minutes with Onfido

yallo

With swype, yallo are building the "Netflix for mobile subscriptions", putting power back in the hands of their customers.

And customers have the freedom to "hop on" and "hop off" their contract anytime.

The partnership

At Onfido, it is our mission to create a more open world, where identity is the key to access — leveraging the best that AI and human experts have to offer in identity verification, making the experience smoother and more secure for customers. It's a mission we have in common with Moflix, who have created a digital platform to create a new kind of telecommunications operator — **one that's simple, fair, and digital**.

Onfido & Moflix teamed up to power Telco operator yallo's disruptive new service, swype; a subscription-based platform where customers onboard onto a network contract remotely.

The challenge

yallo aim to challenge existing practices in the legacy telecommunications market, currently characterised by cumbersome customer-facing and back office processes that are not sufficiently digitalised.

Instead, yallo swype caters to the "hop on, hop off" generation of digital natives, inspired by customer-centered services such as Netflix and Revolut. But to achieve this, yallo had to juggle three key issues: regulation, UX, and building a digital-first culture.

Performing strict checks on IDs is a regulatory requirement for Swiss Telcos, and this traditionally meant that a customer would need to submit documents online, fill out a number of forms, and wait for their subscription to be manually verified — a process that could take hours to complete. yallo needed to go above and beyond this, making it easy for a customer to sign up to swype from the comfort of their couch, with a world-leading experience.

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We believe in using technology not just for technology's sake, but to provide a better service for customers.

This starts with building the experience around the customer — partnering with Onfido and Moflix has enabled Swype to do this, starting with world leading registration.

Mark Klünnen
Director of Strategy and Propositions at yallo

The Solution

Faced with this, yallo had a choice: build another legacy-inspired product, or build something new for the telco world with Swype. **They chose "something new"**.

That's where Onfido and Moflix came in, partnering to provide a solution that handled billing, serverless orchestration, and onboarding at scale. Onfido's identity verification was central to this, enabling yallo to effectively verify their customers at the start of their journey. And yallo were able to integrate in no time at all thanks to Onfido's unique mobile SDK.

The results

By making the most of the providers such as Onfido and Moflix, **yallo were able to go from "concept" to "production-ready" within just 100 days**, a competitive advantage for any Telco.

yallo swype will be defining success on a number of fronts. They anticipate a growth in their ability to reach and acquire new customers, moving from face-to-face interactions to remote, customer-first account opening, taking **the time to open an account from 30 minutes to 3 minutes**. Integrating Onfido for Document Verification is also expected to **drive down the cost per customer** acquired, as there is less time spent on back-office processes that drive customers away.

Finally, yallo believe that with the launch of swype, they can signal to the European telco market that, in the words of Marc Degan, Co-Founder at Moflix, "you can strike a balance between compliance and providing a great experience for the customer."

We'll be with them every step of the way.

Intergration tools

API | SDK | Dashboard | Salesforce

We work with

Revolut | Remitly | orange | couchsurfing | Bitstamp | zipcar

Get in touch at onfido.com/signup