

# Reliance Jio Aims to Get to 500m Customers Using HyperVerge AI



HYPERVERGE

Jio crossed 215 million subscribers by July 2018. In September, private telecom companies were denied access to the Aadhar eKYC stack. Would Jio let this setback break their momentum?

## About Jio

Jio launched with a goal to transform telecom in India from a voice based economy to a data based one. Almost overnight, hundreds of millions of Indians had access to affordable data services. Jio is now the largest telecom service provider in India.

## The Problem

KYC is mandated for all SIM cards in India. For this, Jio used the biometric-based Aadhaar verification system. However, in September 2018, The Supreme Court of India ruled that private concerns shall not have access to the Aadhaar based verification system. The telecom industry had to shift to a manual KYC Process.

### ! Impact of Supreme Court ruling

Time to activate SIM went from 30 minutes to 3-4 days

Rejection rate shot up

Costs jumped from 10 fold

The new workflow was as follows: An agent clicks a photo of the customer's legal ID card and a photo of the customer. On this, the HyperVerge Digital KYC stack performs various AI-based quality and fraud checks (e.g.: blur detection, face match, liveness, etc) real time and gives instant feedback to the customer. Then, the digital application form is pre-filled with OCR data from the ID card. If everything is OK, then the SIM card is activated immediately.

## Business Impact

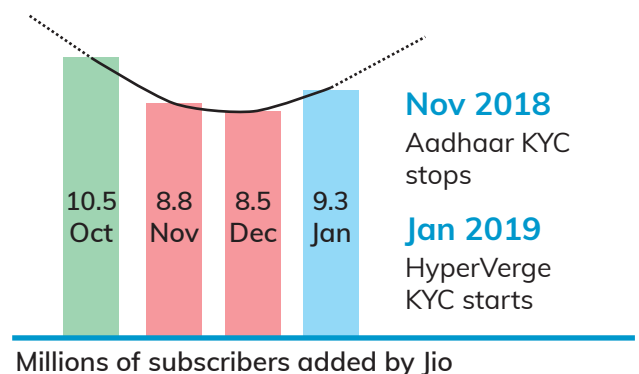
The new KYC went live by Jan 2019. Costs of KYC dropped and Jio quickly regained its growth rate.

~5 Mins

Time to activate

~80%

Drop in rejections



## The Solution

Jio identified that AI based digital KYC would change the game back in their favour, for which they partnered with HyperVerge.

Hyperverge KYC is now the de facto customer onboarding solution across all Jio products (Mobile, Fibre and Payments Bank). Jio's current target is to acquire 500 million subscribers by March 2021.