Case Study: **Cuy Móvil**

CUY móvil

USE CASE
- **Customer authentication**

INDUSTRY
- **Telecommunication**

PRODUCT
- **4 Fingers TouchlessID**

CHALLENGES
- **Register customers' SIM cards without expensive overhead**
- **Provide customers with a better user experience around registering SIM cards**
- **Find a product that works with a range of smartphones and captures high-quality fingerprint images**

OUTCOMES
- **Scaled the business without hiring additional staff, purchasing scanners or operating stores**
- **Improved efficiency around SIM card distribution**
- **Increased customer satisfaction**

OVERVIEW

Cuy Móvil is a Peruvian mobile network operator that needed a fast and cost-effective way for customers to register their SIM cards using biometrics. The Peruvian government, which maintains a database of biometric data, requires SIM card registration to combat fraud. People can register their SIM card using either their national ID number or fingerprints.

CHALLENGE

Cuy Móvil considered selling SIM cards in stores and hiring staff who would use fingerprint scanners to capture customers' fingerprints and register their SIM cards. But the costs associated with operating in stores, hiring and training staff and purchasing fingerprint scanners were prohibitive.

"Having that infrastructure makes scaling complicated," said Victor Rokkedal Dyrnes, CMO and co-founder of Cuy Móvil. "It takes five to 10 minutes per customer to activate a SIM card. When you're selling thousands of SIM card per month, that's a large staffing cost."

Cuy Móvil needed to activate customers' SIM cards in a way that easily scaled with its business and didn't require expensive overhead.

THE SOLUTION

Cuy Móvil used **Veridium's 4 Fingers TouchlessID** to authenticate their customers. This contactless biometric authentication system uses a smartphone's rear camera to capture a person's four fingerprints simultaneously. No additional hardware is required. 4F TouchlessID captures prints that are equal to ones captured using traditional flatbed scanners.

With 4F TouchlessID, Cuy Móvil customers can register their SIM cards without visiting a store. After the SIM card is delivered, customers scan a QR code on the card and download the Cuy Móvil mobile app, which includes the 4F TouchlessID contactless biometric authentication system. The customers then authenticates and, if the process is successful, they scan a barcode on the SIM card and their subscription information is downloaded to the card.

Since not all of Cuy Móvil's customers have the latest smartphones, the operator needed a product that worked with a range of phones, including ones that lacked biometric sensors. The company also needed a product that captured detailed fingerprint images.

"At first we were skeptical that Veridium could capture fingerprints that could match against the government database so we needed documents to confirm this. We were also concerned that the software wouldn't work with all the smartphones our customers use. But we ran some tests and as long as the phone has a five megapixel camera, it worked well and matched against the data in the government database," Dyrnes said.

VERIDIUM

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HOW 4 FINGERS TOUCHLESSID WORKS

1
Place your hand behind your phone

2
The rear camera detects your fingers

3
Place them within the guide and hold your hand steady

4
All four fingerprints are captured at once

THE OUTCOME

Cuy Móvil immediately saved substantial amounts of money by reducing the need to purchase fingerprint scanners, hire employees and find physical locations to sell SIM cards. Not having this overhead let Cuy Móvil make e-commerce its main sales channel.

"The biggest upside for us is that we can scale online. Previously, we thought we needed to hire a sales force and have places where people could buy SIM cards. Now we're cutting back those channels to the bare minimum and focusing on online sales because of Veridium," Dyrnes said.

Additionally, 4F TouchlessID lets Cuy Móvil operate a more efficient distribution process. Traditionally, Peruvian vendors tie SIM cards to users and preload them with a customer's phone plan details. Cuy Móvil doesn't have to preload a SIM card with a customer's information since that's downloaded after a customer authenticates using Cuy Móvil's mobile app.

"This means we don't have to have a warehouse where people are spending time matching up cards to subscribers. We can get the SIM cards to our customers faster," he said.

Customers are pleased that they can register and authenticate the card themselves and avoid visiting a store. "They're amazed that they can just take a picture of their finger and the registration process is complete. Veridium has been a game changer," Dyrnes said.

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Victor Rokkedal Dyrnes, CMO and co-founder, Cuy Móvil

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