onfido | orange flex

~90%

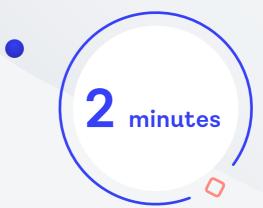### success rate of Document Verification

providing a better UX for customers, and securely keeping out fraudsters

2 minutes

to activate a number on eSIM-enabled devices

with an AI-driven approach to identity verification

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orange flex

Orange Flex is a subscription-based telecommunications app. Launched in 2019 in Poland, Orange Flex is disrupting the industry by offering a 100% digital service. Customers can set-up their mobile plan, make payments and complete other activities, all within the app.

The challenge

With their Flex App, Orange is on a mission to disrupt the telco industry. Launched in May 2019, Orange Flex took a visionary approach to **uber-ize** the digital telco experience. By going back to basics and asking their customers, 'what don't you like about telco services' and 'what would you change', they've been able to carve out a space in the market and create what no other telco is offering - a system that addresses all customer pain points, through a fully-digital experience.

One of the main pain points Orange identified was payments. Customers on traditional mobile plans didn't like not knowing what to expect from their invoice at the end of the month. So Orange Flex ditched invoices, post-pay, and pre-paid models. Customers instead pay a fixed amount of money each month via a subscription service. It's completely automated and there are no unexpected surprises, to the delight of their customers.

But to make the Orange Flex experience 100% digital, Orange needed to move away from face-to-face verification. For Flex, they knew they **had** to verify customer identities in order to be compliant. However, there were concerns that a) customers might not be ready for the digital verification, and b) the process might not be as reliable as their face-to-face approach.

The solution

Orange needed a reliable identity verification provider who could support their customer-centric, 100% digital vision. They found this in Onfido, partnering with them to bring Onfido's Document and Selfie checks into the Orange Flex account creation flow.

They chose Onfido because of our experience and reliability. Orange liked the fact that Onfido had experience with a range of mobile applications and big clients (such as Revolut), and that we were able to support a wide range of identity documents. For example, the Polish passport alone has over 10 versions - Orange had to know their chosen identity provider had the expertise to manage this. Orange Flex creators were so confident in Onfido's reliability that they even demonstrated the onboarding flow live in front of the press - creating an account and registering in Orange Flex in just a few minutes.

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Our vision is to become a digital-first telco offer and provide new experiences for our customers. Nowadays, the customers are looking for the solutions that are easily available – just the way they need them and whenever they need them, fully online. Onfido helps us bridge that gap, enabling us to know our customers in a fully online manner.

Artur Stankiewicz
Chief Marketing and Digital Officer, Orange Poland

The Results

Before Onfido, Orange were verifying customer identities face-to-face. Either at the point of sale, through third-party touchpoints like post offices, or by courier when delivering the contract.

Orange were worried a digital approach wouldn't be as reliable. But when they tested the system, they in fact found the opposite. Onfido's automated process had **fewer** mistakes than humans. This means their team is more efficient - there are fewer instances where Orange's team has to manually fix data errors - and the business is better protected from bad actors.

Similarly, relying on manual interactions was slowing the verification process down. Onfido proved to be more reliable and more efficient, meaning that customers have a better experience. It now takes customers on average less than 10 minutes to sign up for a contract. **Customers with eSIM-enabled devices can activate a mobile number in just 2 minutes!**

Orange Flex's vision is to be disruptive and unique. They want to bring a digital-only customer-centric based approach to the telco market. It's this approach which is setting them apart from the rest, because it simply doesn't exist elsewhere in the telco world.

Onfido are helping Orange Flex achieve this vision. With a fully remote, self-service identity verification solution, customers can register in Orange Flex from the comfort of their own homes, stress-free. They no longer need to go to a shop. Everything from signing up, to payments, to changing or updating a mobile plan, is now done via the app. And it's proving popular - **Orange Flex has over 100,000 active customers**.

So what's next for Orange Flex? They're continuing their mission to become the #1 popular mobile operator in Poland among digital customers.

Integration tools

| API | SDK | Dashboard | Salesforce |

We work with

Revolut　　**Remitly**　　orange　　*couchsurfing*　　**Bitstamp**　　bunq

Get in touch at onfido.com/signup