

Case Study

# Account management

*Paperwork  
elimination*

Accelerating account opening and closing  
with electronic signature authorization



WACOM® for Business

## GRT Jewelers *At a Glance*

### INDUSTRY

- Retail: Gold jewelry trading for retail customers
- 15 branches in Tamil Nadu and Chennai, India
- Employs over 5,000 staff and serves over 2,000 customers per day

### WORKFLOW

- Account opening and closing

### CHALLENGES

- High volume of customers
- Long account management processing times
- High cost and effort of managing large volumes of paper

### SOLUTION

- Wacom signature pads installed at customer service desks

### OUTCOME

- Retention of familiar customer experience
- Easy integration of the device, utilizing its compact form factor for limited space environments
- Backend process duration reduced by 90%
- Increased productivity through reduced administrative effort for customers and staff
- More flexible mobilization of staff according to peaks in demand
- New competitive edge through higher customer volume and satisfaction

# More human *More digital*

Founded in 1964, the GRT Group runs various businesses across hospitality, agriculture, education, trading and nonconventional power across India. One of the most profitable parts of this prestigious firm is GRT Jewelers, an award-winning retail chain in South India that offers customers quality gold ornaments and other jewelry. It has 11 branches in Tamil Nadu and 4 in Chennai, employing over 5,000 staff and handling over 2,000 customers per day. The retailer's unique selling points include the high purity of the gold on offer, a diverse range of jewelry pieces, a hassle-free shopping experience and an innovative jewelry saving scheme. The latter allows customers to deposit small amounts of money to buy gold, thereby making it more accessible to those working with limited budgets.

### Challenge

The challenge facing GRT Jewelers was to find a way of serving large number of customers as precisely and quickly as possible. In particular, the opening and closing of customers' accounts was creating very long processing times and significant amounts of paperwork. Every customer had to sign on and off from their account for every transaction, and variations in the signature would void forms, which would then need to be completed again, causing additional customer service delays

### Solution

GRT Jewelers selected Wacom signature pads to reliably capture each customer's signature for account opening and closure. Signature accuracy and instant signature visualization were of prime importance, as signatures remain the most natural form of establishing identity for customers.

## Implementation

GRT Jewelers has installed Wacom LCD signature tablets at the customer service desks within all of its 15 retail outlets. The unit's compact design is ideal for these limited space environments.



## Outcome

Customers are delighted with the familiar yet digital signing experience, and GRT Jewelers has been able to accelerate its backend processes by 90%. The reduction in the administrative burden has also reduced stress levels among shop staff. As a result, productivity has increased, and it has become easier for staff to be allocated to the front desk flexibly, according to demand. The result: increased customer business volume and greater customer satisfaction. This is how Wacom's LCD signature tablets have enabled GRT Jewelers to establish a new competitive edge in its market.



#### Japan (HQ)

For more information please contact:  
Wacom Co., Ltd. · Sumitomo Fudosan Shinjuku Grand Tower 31F, 35F,  
8-17-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo 160-6131, Japan  
forbusiness@wacom.co.jp



#### Americas

For more information please contact / Pour de plus amples informations, veuillez contactez /  
Para obtener información adicional, póngase en contacto con:  
Wacom Technology Corporation · 1455 NW Irving Street, Suite 800 | Portland, OR 97209 USA  
esign@wacom.com



#### Europe, Middle East and Africa

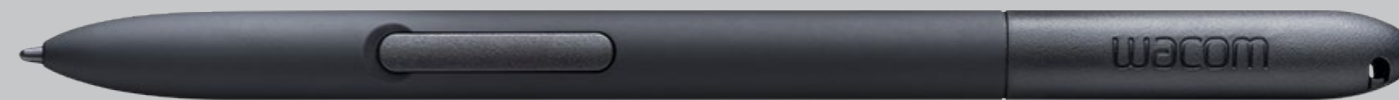
For more information please contact / Pour de plus amples informations, veuillez contactez /  
Para obtener información adicional, póngase en contacto con:  
Wacom Europe GmbH · Völklinger Straße 1, 40219 Düsseldorf, Germany  
solutions@wacom.eu



#### Australia

For more information please contact:  
Wacom Australia Pty. Ltd. · Ground floor, Building 1, 3 Richardson Place, North Ryde, NSW, 2113, Australia  
forbusiness.ap@wacom.com

# More human



# More digital



#### China

For more information please contact:  
Wacom China Corporation · 518, West Wing Office, China World Trade Center, No. 1 Jianguomenwai Avenue,  
Chaoyang District, Beijing 100004, China  
forbusiness.china@wacom.com

#### Korea

For more information please contact:  
Wacom Korea Co., Ltd. · Rm #1211, 12F, KGIT Sangam Center, 402 Worldcup Bukro, Mapo-gu, Seoul 03925, Korea  
forbusiness.ap@wacom.com

#### Singapore

For more information please contact:  
Wacom Singapore Pte. Ltd. · 5 Temasek Boulevard, #12-09, Suntec Tower Five, Singapore 038985  
forbusiness.ap@wacom.com

#### India

For more information please contact:  
Wacom India Pvt. Ltd. · 426, Tower B, DLF Building Jasola District Centre, Mathura Road, New Delhi 110025 India  
forbusiness.ap@wacom.com

#### Hong Kong

For more information please contact:  
Wacom Hong Kong Ltd. · Unit 1610, 16/F, Exchange Tower, 33 Wang Chiu Road Kowloon Bay, Hong Kong  
forbusiness.ap@wacom.com

[business.wacom.com](http://business.wacom.com)

© 2019 Wacom Co., Ltd.

WACOM® for Business