

Case Study



How Primetel Delivered a Market-Leading Digital KYC Experience with Shufti



PCI DSS



SOC2



QG GDPR



ISO 27001:
2022



CE+



iBeta Level 3



CCPA

Client Overview

Primetel PLC is one of Cyprus' leading telecommunications providers, offering mobile, broadband, television, and enterprise connectivity services to consumers and businesses across the country.

When new legislation introduced mandatory Know Your Customer (KYC) requirements for prepaid mobile customers, Primetel needed to implement a secure, compliant, and user-friendly digital onboarding process that would meet regulatory obligations without disrupting the customer experience.

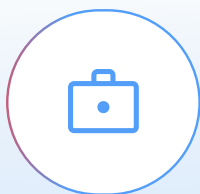
By partnering with Shufti, Primetel introduced a streamlined digital identity verification process that not only ensured compliance but also helped differentiate its onboarding experience in a highly competitive telecommunications market.



Mobile



BroadBand



Enterprise Connectivity



Television

The Challenge

The introduction of new legislation in Cyprus requiring identity verification for prepaid mobile customers created an immediate operational challenge for telecommunications providers. Every new prepaid customer now had to complete KYC before activating their service, making digital onboarding a critical component of the customer journey.

Although Primetel had previously worked with another provider for postpaid customer verification, the solution presented limitations, particularly around support for Greek characters. Rather than extending an existing deployment, the company chose to evaluate the market and identify the solution best suited to its long-term requirements.

Primetel required a solution that would:



Comply with new regulatory requirements for prepaid SIM registration



Deliver a simple and intuitive customer experience



Support local language and identity document requirements



Be easy for both customers and internal teams to use



Scale efficiently as verification volumes increased

Why Shufti

When evaluating identity verification providers, Primetel focused on three key areas: ease of use for customers, ease of integration and administration, and overall value.

Shufti distinguished itself through its user-friendly verification journey, straightforward integration, competitive pricing, and established reputation within the identity verification market.



**Ease Of Use
For Customers**



**Ease Of Integration And
Administration**



Overall Value

These capabilities gave Primetel confidence that it could implement a compliant KYC process without introducing unnecessary friction into the customer onboarding experience.

The Solution

Primetel integrated Shufti's identity verification platform into its prepaid customer onboarding journey, enabling customers to complete KYC digitally before activating their mobile service.

The solution provides a fast and intuitive verification experience while helping Primetel meet regulatory obligations and automate identity verification as part of the customer acquisition process.

By embedding identity verification directly into onboarding, Primetel transformed compliance from a manual operational task into a seamless digital experience for both customers and internal teams.



Implementation

The implementation was completed with close collaboration between Primetel and Shufti.

- 01 Some adjustments were required around country and document configuration during deployment.
- 02 The overall implementation experience was smooth, allowing Primetel to launch its new KYC process efficiently.
- 03 Following go-live, Primetel has continued to work closely with Shufti's support, account management, and technical teams to ensure the solution continues to meet evolving business requirements.

Results and Business Impact

Since implementing Shufti, Primetel has successfully embedded digital identity verification into its customer onboarding journey while turning regulatory compliance into a competitive advantage.

Following the introduction of mandatory prepaid KYC, Primetel completed approximately 89,106 identity verifications well above its initial forecast of 35,000 demonstrating strong customer adoption and the scalability of the solution.

Initial Forecast 35,000



Actual Verifications Completed 89,106



85.3%

First-time pass rate

19.8 s

Average verification time

CUSTOMER QUOTE

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Could not have hoped for a better KYC provider.

Athos Kyriacou

Senior Product Manager @ Primetel PLC

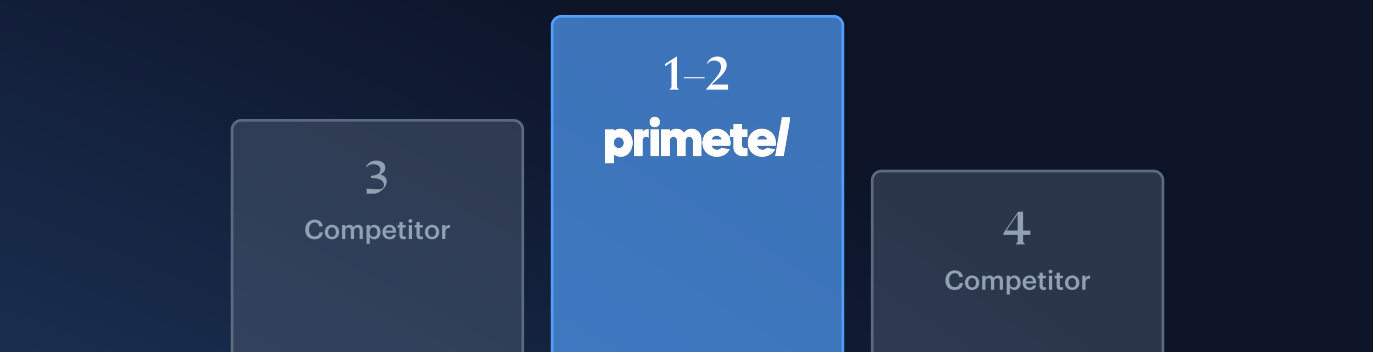
Growth, Ranking, and Retention

Increased Customer Acquisition

According to Primetel's internal research, the simplicity of its digital onboarding process has contributed to increased customer acquisition. The company believes that its easy-to-use KYC experience has helped attract new customers while encouraging existing subscribers from competing providers to switch to Primetel.

A Competitive Digital Experience

Primetel's internal market research ranks its KYC onboarding experience among the top two of the four major telecommunications providers in Cyprus, highlighting the importance of a frictionless verification process in a competitive market.



Supporting Business Growth

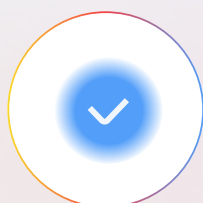
Beyond regulatory compliance, digital identity verification has become an important enabler of business growth. As Primetel explains, without a fast and convenient KYC process, customer acquisition would likely have declined following the introduction of mandatory verification requirements.

Looking Ahead

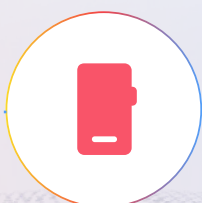
As Primetel continues to enhance its digital onboarding capabilities, the company sees opportunities to further simplify the customer journey.

One area of future interest is enabling customers to complete KYC over mobile data through an onsite verification solution, allowing identity verification to become even more accessible for mobile subscribers.

With a trusted identity verification platform already in place, Primetel is well positioned to continue delivering secure, compliant, and customer-friendly onboarding experiences as its digital services evolve.



A trusted identity
verification platform
already in place



KYC over
mobile data



Onsite verification
solution

Ready to Simplify Your **KYC** Experience?

[Book a Demo](#)

See how Shufti helps telecommunications providers turn regulatory compliance into a competitive advantage.

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