

MVNO partners with Ameridial to increase speed to Market while lowering costs of launching new service.

Our client

Is an innovative Mobile Virtual Network Operator (MVNO) in the very competitive and rapidly evolving wireless sector. With growing demand for wireless services by the “tween” generation (about ages 8 to 12), our client has developed many targeted products and services to meet the demanding needs of this age group. The architecture supporting this offering is complex with multiple technology vendor solutions integrated to provide a robust product. This complexity results in unique challenges for customer care and sales. Most customer data is stored in a centralized subscriber database where the most interaction for call center personnel and IVR will be conducted. However, there was a determination for the need certain situations where direct access into the network applications is required

The challenge

Client required a call center to create, develop and deploy from scratch inbound customer care and sales groups; generate and support proactive outbound customer care calls; provide care and sales through email management; support online care, sales, and chat; as well as provide self service via IVR. Additionally, client required the ability to handle correspondence and retailer support. Client desired a vendor partnership that will grow with the company and subscribers’ needs, offer proactive solutions to the unique requirements of a startup in this dynamic market, and provide flexibility in working with the managed vendor group supporting the goals and demands of the business.

Our solution

Ameridial rose to the challenge and was able to work quickly with the client to design, create and implement a successful customer care and sales support program within just 60 days. Several key factors played a role in the implementation:

- The client and Ameridial took the time necessary to understand each other’s business and key metrics. Together they were able to begin developing a mutually beneficial solution for both parties.
 - Both the client and Ameridial delivered on time and on budget. This generated mutual trust and confidence early in the process which was key to productivity and success. The client was able to deliver call volumes on forecast, and Ameridial was able to deliver quality staff and performance.
 - In close partnership with the client, Ameridial was able to assemble and train a team of sales and service professionals including dedicated Sales Managers and Project Managers. Ameridial also incorporated robust incentive plans that were aligned with client Key Performance indicators (KPI’s). This level of focus and commitment was necessary in order to achieve the quality and performance required.
 - Through open communication within the partnership, there is continual sharing of information and ideas. There is a common and unified vision to continuously improve the program processes and develop the people skills The client and Ameridial are truly in this together.
 - With these principles guiding us, Ameridial has been able to build a successful and scalable solution with the client for today and the future.
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Resulting in

- ✓ High quality ratings
- ✓ Met or surpassed ASA and AHT targets
- ✓ Surpassed agent retention and satisfaction targets
- ✓ Scalability and adaptability to business/market changes
- ✓ Developed off shore and on shore integrated solution

“Ameridial is a true partner and willing to do whatever it takes to help us be successful.”
--CLIENT

