AppHelp

AppHelp turns support from a cost center to brand builder

Leading european telco differentiates technology offerings with premium support

Challenge

This telco giant was looking to offer differentiation in a saturated UK market by focusing on a service to improve loyalty, CSAT and NPS for all their customers by offering support for non-telco related technology in the home- from computers to tablets, printers, digital cameras, and more.

Solution

AppHelp delivered a fully managed solution with technology and 24/7 labor services for the program in under 12 weeks to launch. It was important to the telco that all AppHelp agents were trained and scored on the same quality procedures as their own agents, helping to provide a seamless customer experience when handing over service to our team. In addition to support services, AppHelp provides all sales services in relation to the Premium Support offerings, simplifying the referral process for the telco's centers and helping to reduce their Average Handling Time on complex technical calls. AppHelp has helped the telco build a consumer proposition which leads the UK market on price and delivers high CSAT and NPS for their own customers, enabling the telco to always say YES and delivering real value for their customers.

EXECUTIVE SUMMARY

COMPANY NAME: Confidential
INDUSTRY: Telco
LOCATION: United Kingdom

CHALLENGE
› Offer differentiation in a saturated UK market by focusing on a service to improve loyalty, CSAT and NPS

SOLUTION
› 24/7 labor services
› AppHelp provides all sales services in relation to the Premium Support offerings, simplifying the referral process for the telco's centers
›

RESULTS
› 90%+ CSAT and 60+ NPS
› Sales conversion > 30% for referred support calls from telco agents

Results

Customers using AppHelp powered services have 90%+ CSAT and 60+ NPS, making them the happiest customers in the telco! We've also helped turn support from a cost center into a profit center, generating margins of > 30% for the telco and all paid support.

AppHelp's integrated billing and CRM solutions enable single customer billing, creating a seamless experience for customers purchasing support. AppHelp has been established as a strategic partner boasting a relationship that is now 9 years strong!

CASE STUDY

ABOUT APPHELP

AppHelp delivers solutions that 'help' businesses and consumers be more successful with their adoption and use of the latest in technology and cloud services. By leveraging a unique combination of technology and human capital, AppHelp ensures customers have the support they need as they traverse the customer journey. With millions of technical support incidents solved, and decades of experience assisting people with technology, AppHelp is proud to power the technical support programs for premier brands across the globe, including Comcast, Cincinnati Bell, Bell, ADAR, Inc., Rogers, Telus, Windstream, Virgin Media, Panda Security and more.

Contact an AppHelp sales representative by emailing **apphelp.sales@appdirect.com** or visit **www.apphelp.com**.