

# Bundling AppHelp Premium Support with Core Services



CASE STUDY

North American telco delivers peace of mind VAS solutions with an amazing customer experience

## EXECUTIVE SUMMARY

COMPANY NAME: Confidential

INDUSTRY: Telco

LOCATION: USA

## Challenge

This leading North American telco had the goal to deliver peace of mind VAS solutions with an amazing customer experience while maintaining excellent loyalty and increasing ARPU.

## Solution

AppHelp's technology and fully managed 24/7 labor was used by the telco to bring to market premium support solutions for both their consumer and SMB customers. AppHelp also provides training for the telco's sales agents to enable them to attach premium services when selling other core services, such as broadband or telephony. These services have enabled the telco to redesign their channel strategy and embed premium services as a core high ARPU service for a large proportion of their base, without taking on any of the complex operational responsibilities usually required of such a service.

## Results

AppHelp's technology and fully managed 24/7 labor was used by the telco to bring to market premium support solutions for both their consumer and SMB customers. AppHelp also provides training for the telco's sales agents to enable them to attach premium services when selling other core services, such as broadband or telephony. These services have enabled the telco to redesign their channel strategy

## CHALLENGE

- > Deliver peace of mind VAS
- > Reducing churn
- > Increase ARPU

## 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

- > 92%+ CSAT and +72 NPS
- > Increased ARPU by ~\$10-12 / month



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## ABOUT APPHELP

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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](mailto:apphelp.sales@appdirect.com) or visit [www.apphelp.com](http://www.apphelp.com).