



Case Study  
Competitive Intelligence on Customer  
Support Models



# Case Study

## Competitive Intelligence on Customer Support Models



### About the Client



- One of the top 10 mobile network operators (MNO) in the world, delivering advanced networks and digital services

### Client Objectives / Goals



- The MNO was facing high customer churn rates and thus, sought to improve its customer support service levels. To this end, it engaged RocSearch to help identify successful customer support models adopted by global telecoms

### Approach and Methodology

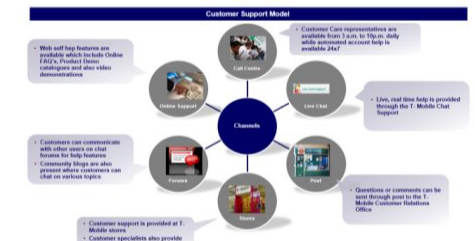


- The team analysed more than 30 customer support and servicing models of telecom operators that maintained low churn and high ARPU. Of these, ten models were finally shortlisted
- RocSearch presented the research findings in an easy-to-read format, with minimal technical jargons, to ensure that the client could derive commercial insights, even without possessing the requisite technical knowhow
- The research helped the client select the most optimal customer support model to be deployed in its customer servicing division

### Sample Output



Case Study: T-Mobile USA



### Results / Value-add



The client not only achieved higher customer satisfaction levels after deploying the model, but also made significant cost savings