

# Telecommunications Titan Shrinks Service Cycle by 50%



## WHAT WE DID

Strategic Account Management  
Customer Engagement Center  
Inbound Contact Services  
Back Office Support



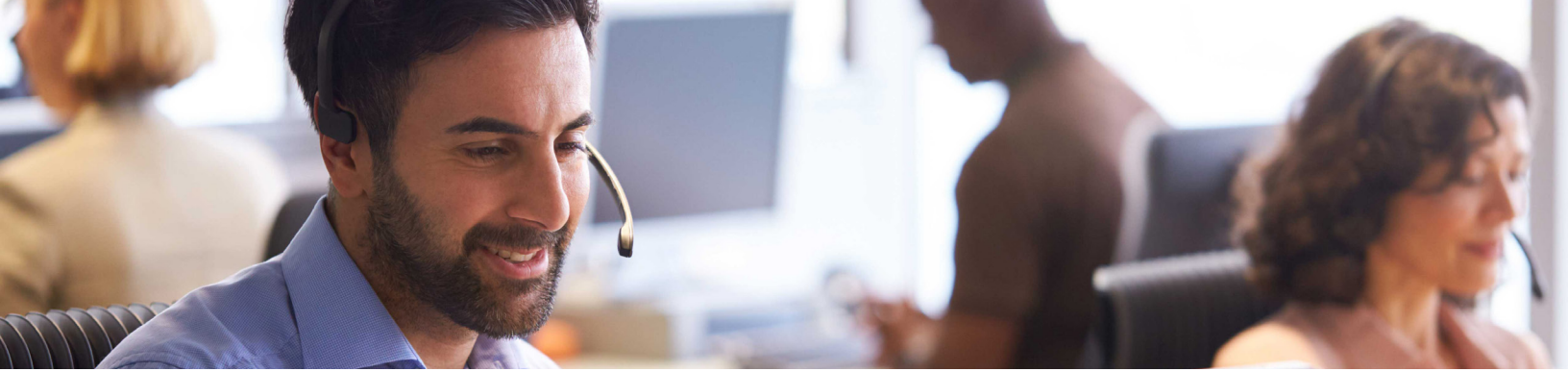
## INDUSTRY

Telecommunications



## RESULTS

50% Reduction in Service Cycle  
From 90 to 45 Days  
30% Reduction in Rep Minutes  
per Order



## Staffing Gap Threatens Order Fulfillment and Customer Experience

### **CHALLENGES**

Sudden loss of seasoned project managers

Surge in customer orders

Slow/expensive talent acquisition process

### **[SITUATION]**

Shortly after the unexpected retirement of its experienced project managers, a telecommunications giant experienced a significant surge in commercial phone equipment and service orders. Facing a dramatic resource gap and finding hiring replacements too slow and expensive, the company engaged MarketSource to fill talent gaps left by the departed project managers, prevent order disruption, and maintain customer service levels for all its commercial accounts.



# End-to-End Account Management Restores Order Fulfillment Efficiency, Drives Revenue Growth

## KEYS TO SUCCESS

- Virtual sales center
- End-to-end account management
- Direct integration with client's systems

## [SOLUTION]

MarketSource designed a comprehensive account management solution, mirroring the company's own structure and processes to minimize customer impact of the transition. We launched a Virtual Sales Center, staffed with dedicated project managers trained to handle high-volume, complex new customer orders, to manage customer order status tracking and reporting, and to provide technical support to existing customers.

Our comprehensive training curriculum ensured rapid rep onboarding and readiness, while we seamlessly integrated with the client's internal systems for real-time order processing.

The team also conducted an assessment to identify sales process inefficiencies and system discrepancies, aimed at optimizing performance and creating a roadmap for ongoing program success.

Our client also faced significant revenue loss from theft of the client's equipment once shipped to customers. To address this, MarketSource's client-dedicated fraud department evaluated and monitored orders to minimize client asset and revenue loss.

## Real-World Results

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**50%**

reduction in client's service cycle—from 90 to less than 45 days..



50% Reduction in Service Cycles from 90 to 45 Days



30% Reduction in Rep Minutes per Order

The intensive training program empowered remaining project managers to take on broader responsibilities, reducing the headcount needed per order and saving the company labor costs. We helped the client reduce its service cycle by 50%—from 90 to less than 45 days, while reducing costs and cutting the number of representative minutes spent per order by 30%..

MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world's most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and B2C environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.