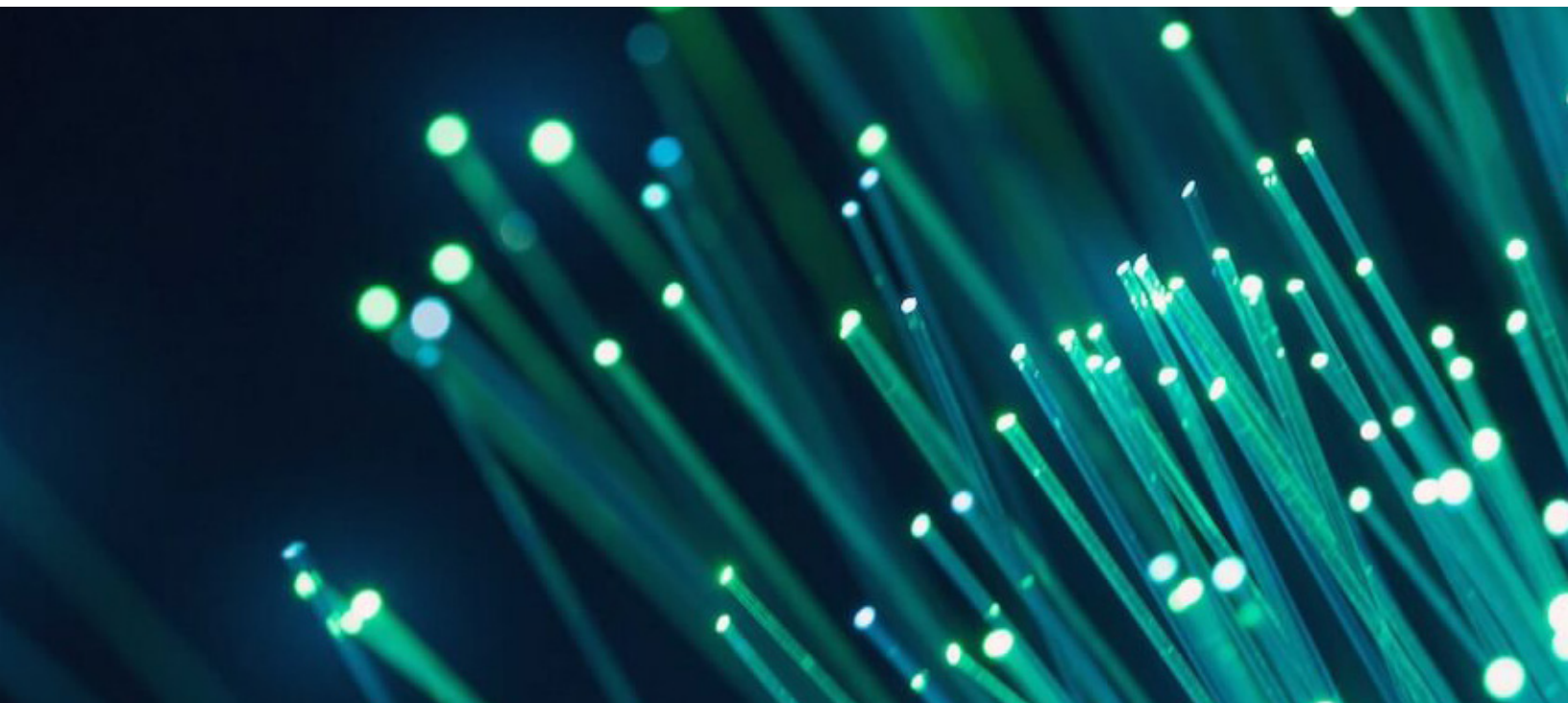


Fortune 500 Telecom Provider Catalyzes Growth Through SMB Fiber Adoption, Retention, and Wireless Expansion



WHAT WE DID

Inside Sales
Customer Retention
Customer Growth



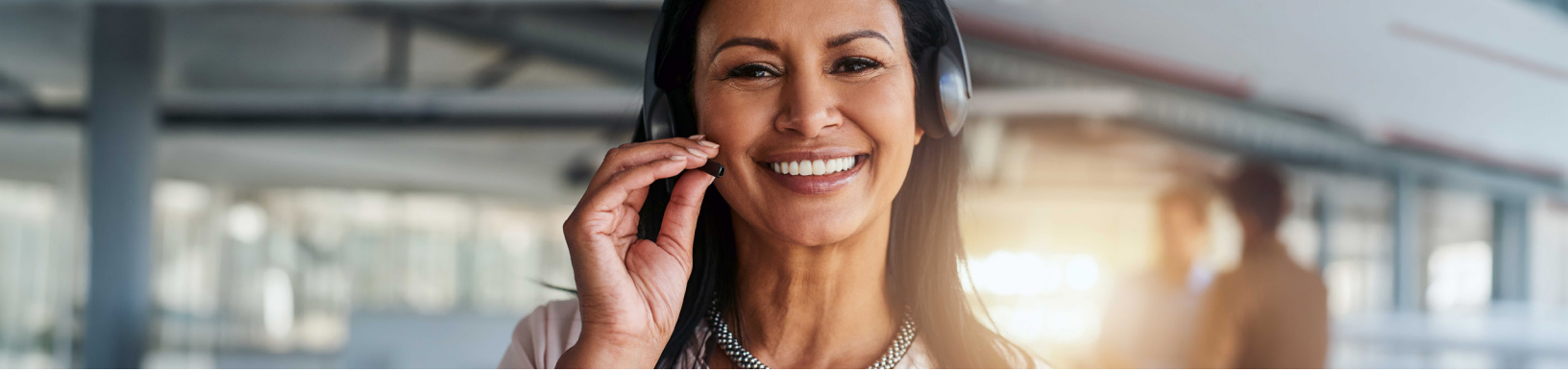
INDUSTRY

Telecom



RESULTS

106% Attainment of New Monthly
Recurring Revenue (MRR) Targets
127% Attainment of Retention MRR Targets
Vendor of the Year 4 Out of 5 Years



Fiber Investment Outpaced Sales Capacity

[SITUATION]

Following a significant expansion of its fiber network, a leading global telecommunications provider faced a critical challenge: how to turn its investment into revenue growth. It needed to accelerate adoption of its newly available services among its existing small and medium-sized business (SMB) customer base while retaining those customers and maximizing revenue from this critical segment.

The challenge extended beyond upselling SMB customers on the new fiber services. Thousands of its existing SMB accounts were also eligible for fiber migration, higher-speed connectivity solutions, wireless upgrades, and contract renewals, a significant revenue opportunity. The client, however, lacked the resources to deploy the calculated, involved resources needed to capture it.

Operating within a competitive, multi-vendor environment, the client needed a partner to proactively identify customer needs, deploy a dedicated retention team, and unearth new revenue opportunities.

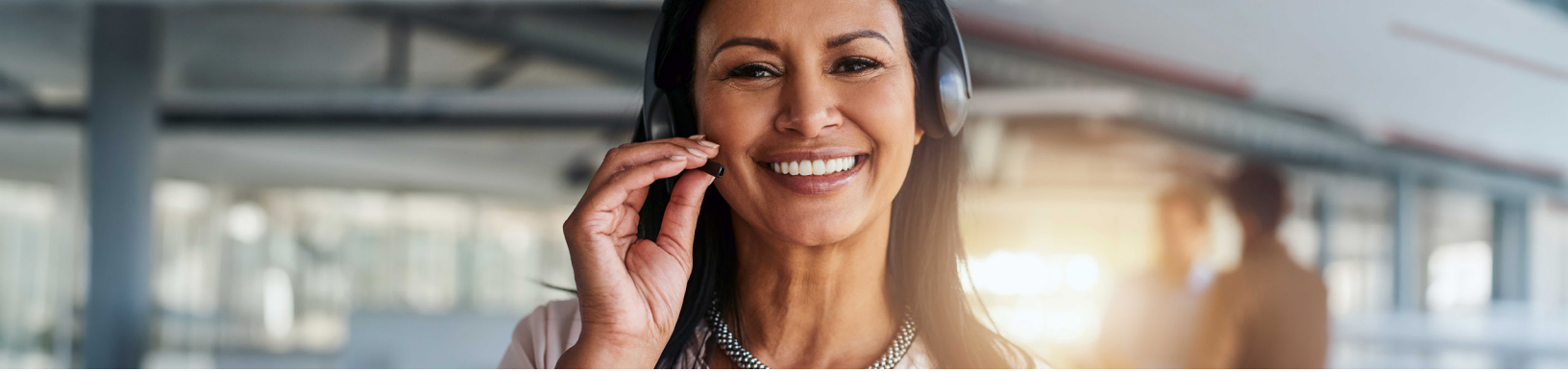
CHALLENGES

Lagging adoption of newly deployed fiber services

Stagnant monthly recurring revenue (MRR) growth

Limited penetration of higher-speed connectivity and wireless solutions

Customer erosion



Fiber Investment Outpaced Sales Capacity

[SITUATION]

A long-standing MarketSource partner, the client engaged us to deliver a dedicated sales strategy focused on increasing fiber adoption, protecting recurring revenue, and expanding customer lifetime value across its SMB segment.



Dedicated Technical + Sales Teams Maximize Revenue Growth and Customer Retention

[SOLUTION]

By combining technical telecom expertise and consultative selling practices, we enabled the client to maximize value from its SMB customer base while advancing this segment's adoption of new services.

MarketSource deployed a dedicated, telecom-specialized sales team focused exclusively on the client's SMB customer base. Through outbound calling and email campaigns, our account managers conducted consultative conversations designed to uncover evolving business needs and recommend suitable fiber migration and speed upgrades. For more complex customer requirements, our embedded technical experts provided guidance, helping customers confidently adopt new services closely aligned to their business objectives.

Beyond driving new sales opportunities, MarketSource managed retention initiatives that protected recurring revenue while strengthening long-term customer relationships. We also provided order fulfillment and activation support, creating a seamless customer experience from initial engagement to implementation.

KEYS TO SUCCESS

Deep telecom industry expertise

Embedded technical sales consultants

Dedicated retention team

Seamless customer experience

Real-World Results

106%

of monthly
new wireline
recurring
revenue
targets and
127% of
revenue
retention goals
achieved.



106% Attainment
of New Monthly
Recurring Revenue
(MRR) Targets



127% Attainment
of Retention
MRR Targets



Vendor of the Year
4 Out of 5 Years

Over a 5-year engagement, MarketSource helped our client accelerate fiber adoption, expand wireless penetration, strengthen customer retention, and consistently exceed revenue objectives, earning recognition as the program's top-performing vendor and trusted growth partner.

Our team achieved 106% of monthly new wireline recurring revenue targets and 127% of revenue retention goals. The results established MarketSource as the client's most trusted growth partner, responsible for managing more than half of all its outsourced program volume. Most notably, our team earned Vendor of the Year recognition for 4 out of 5 years, while consistently outperforming competing suppliers across key performance metrics.

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.