

CUSTOMER STORY: SE-BASED TELECOM RESELLER

The Virtual, White-Labelled Support Team

Fuelling growth and inspiring confidence for high-flying reseller to go after bigger, more complex deals

Taking advantage of the growth opportunity in hosted voice services initially proved a double-edged sword for this South East-based telecom reseller, increasing its customer support overheads as well as top-line revenues.

The business had built a strong reputation for customer service excellence and didn't want to compromise standards. However, upscaling the internal support team felt like a risky investment.

The reseller started out by creating its own support offering around hosted voice services, staffed by two dedicated FTEs. The team worked well except when either of the staff was ill or on leave, causing other colleagues to be pulled from their work to cover.

Rather than expand the internal team ahead of winning extra customers, the business contracted us to deliver the necessary additional scale for onboarding new customers and providing in-life support. It had been using our sister company, Train to Win, for training services for several years already.

Our extensive knowledge of the products and services it resells also enables us to provide decisive pre-sales support.

Everything we do for this reseller is under its brand, with our engineers and support personnel communicating with customers using their collaboration tools, workflows, CRM, email addresses and phone numbers.

In time, they may achieve the critical mass necessary to look again at bringing its support function back in-house. Should it decide to, it will benefit from having gained invaluable experience and knowledge transfer under our tutelage.

“We win and retain business because we differentiate on service – validated by a 4.9 out of 5 Trustpilot rating – and Support to Win is a big part of that. They are a partner who reacts to customer issues exactly how we would react; with a fanatical commitment to going the extra mile. Working together as one team gives us the skillset and confidence to go after bigger and more complex deals.”

Managing Director