

# CASE STUDY:

## TELCO

### COMPANY

- **Company size:** 50K+ Employees
- **Location:** U.S.
- **Number of customers:** 10M+
- **Annual revenue:** \$10B+

### CHALLENGE

When our client came to us, they were experiencing a high rate of churn within the customer base – approximately 2.4 per cent per month lost to competitors. Beyond the core Internet and phone services, there was little awareness of value-added products amongst the customer base and therefore, little to no ability to monetize these services effectively. With customer acquisition costs soaring, the company needed a reliable method to increase revenue and reduce churn from its existing users.

### RESULTS

Our client saw a 20 per cent reduction in churn, from 2.4 per cent to 1.9 per cent, from customers who activated the value-added services. In addition, the value-added services offering generated \$13 million in net new annual revenue. Also, our client now enjoyed a much more competitive offering to attract new business customers.

### SOLUTION

We offered a two-fold solution. Firstly, we introduced several value-added services to the order flow, including domain name registration, business email, and web tools such as a do-it-yourself (DIY) website builder.

Secondly, we built a custom, white-labeled interface that seamlessly connected business customers with the value-added products, along with highly-integrated ordering, provisioning and billing support systems. These provided a cost-effective, unified backend workflow that did not require the company's internal resources.

Lastly, we created and led training sessions for our client's customer service agents and sales reps and provided the marketing resources necessary for a successful launch.

Delight your small business customers with a full suite of value-added services, delivered and managed via innovative, flexible and cost-effective integrations – let our 20+ years of partner enablement success help you maximize revenue and promote stickiness!

**To learn more, reach out to us at [sales@netnation.com](mailto:sales@netnation.com)**

**20%**  
REDUCTION  
IN CHURN

**\$13 MILLION**  
IN NET NEW  
ANNUAL REVENUE