

**BUILD OPERATE MANAGE  
(ORDER 2 ACTIVATION SERVICES)**



**KG Information Systems Private Limited**

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### CLIENT

- American telecommunications mass media Company with its businesses spanning across internet services, telephone services, cable, pay-tv and broadcast

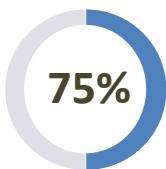
### PROJECT DESCRIPTION

- The client company constantly introduces new products and services to differentiate their offerings from competitors and alternatives. The services provider experienced order fallouts, activation failures and missing customers.
- The company was looking for a partner who can help them effectively and profitably implement and manage the right technology and processes in order to fulfill orders efficiently and on time, while complying with stringent service level agreements (SLAs)

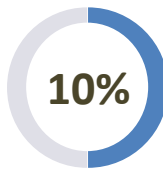
### KGISL EDGE

- After studying the existing client processes, KGiSL offered to help this service provider with tools, technology and a dedicated customer support services center in Coimbatore
- Staffed 100+ skilled agents with a focus on improving the activation rates for the bundles
- Educated customers and increased awareness of product features and functionality
- Co-ordinated with the customers and field technicians in scheduling field visits when it is least likely to impact them
- Developed a strategy and KPIs to measure performance and reasons for fallouts
- Followed-up with customers and field engineers to resolve issues
- Offered real-time MIS reports to the client
- Identified and closed gaps in the process through seamless customer support and back office services

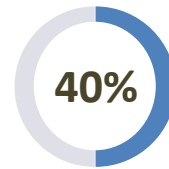
### RESULTS



Best in class activation



Reduced Order Cancellations



Reduced Operational Costs

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