

Case Study: CsC090 - On-Line On-Boarding University for Enterprise Hosted VoIP Distribution Channel

Category: BtoB

Issue:

After scaling and automating from the back-end and customer deliver and support operations, on-boarding the distribution channel was limited to 4 partner on-boarding's per day per channel manager. Also, in haste partners were brought on-board, that were not familiar with any of the following items, VoIP compliance, procedures or support, causing issues all the way up the chain from the customer to the wholesale VoIP provider.

Solution:

An online, self-paced Partner in VoIP University that allowed training and certification for Channel Managers, Partners, and Customers. Some of the 6 "certification" courses and 42 lessons consisted of customer quotes, provisioning and billing system, phone number porting, pre assessment for VoIP, technical installation, sales process

Result

1. This system was the 1st to market that allowed supercharged acceleration of the addition of customers to over 323 customers per day
2. The university certified that everyone from the customer, VoIP retailer, channel manager and wholesale VoIP provider, was in the loop to providing the best of care to the customer
3. Increased revenue by 221% in 1 year
4. Increased partners/agents by 98% in 1 yea