

CASE STUDY

Scaling Customer Support for a Fast-Growing MVNO



About The Client

A fast-growing Mobile Virtual Network Operator (MVNO) entering the market with aggressive subscriber acquisition goals. As volumes grew, they needed a cost-effective way to scale support operations quickly while maintaining high-quality customer experience.

Challenges

- Resolution times were averaging 180 minutes, frustrating customers and threatening churn.
- Limited internal resources to handle Tier 1 & Tier 2 inquiries across billing, activations, SIM swaps, and rate plan questions.
- Dealer escalations and complex carrier interactions were slowing service delivery.
- Needed flexibility to ramp up support during promotions and new subscriber drives.

Action Plan Deployed

Fusion CX deployed a blended team of skilled Care Xperts, powered by Omind AI tools (Arya, MindVoice, MindSpeech), to deliver scalable support:

1 Tier 1 Support: Omnichannel handling of routine inquiries across email, chat, and voice.

2 Tier 2 Support : Advanced troubleshooting, dealer escalations, and direct carrier collaboration.

3 Automated Workflows : Real-time data exchange between Fusion CX and carrier platforms for faster processing.

4 Analytics & Consulting : Process documentation, operational efficiency audits, and CX reporting.

Outcomes

- 83% improvement in resolution times (from 180 minutes down to <30 minutes)
- 24% boost in CSAT scores in the first year of operation
- Expanded customer support hours to meet subscriber demand during peak times
- Improved operational maturity with documented processes and real-time performance insights

Why It Matters

For this MVNO, faster resolutions and improved CSAT translated directly into lower churn, stronger subscriber retention, and higher lifetime value — critical for a provider competing in a crowded market.

About Fusion CX

Fusion CX helps MVNOs scale operations, improve efficiency, and deliver superior customer experiences with the power of people + tech. With 40+ delivery centers worldwide and the Omind AI suite, we support MVNOs with Tier 1–3 care, porting, activation, analytics, and back-office operations.

Fusion CX— Where Human + Tech Power the Future of Mobile Virtual Network Operators