CASE STUDY

Unlocking Advanced Analytical
Support for an MVNO

About The Client

An established Mobile Virtual Network Operator (MVNO) with growing subscriber volumes that needed to move beyond reactive service and adopt a data-driven approach to customer experience and operations.

Challenges

- Service teams overwhelmed by escalations and backlog, increasing mean time to resolution (MTTR).

- Limited visibility into system performance and customer journey pain points.

- Needed to improve porting workflows, incident handling, and fallout management with proactive measures.

- Lacked actionable analytics and reporting to guide decision-making and optimize CX.

Action Plan Deployed

Fusion CX introduced a consulting-led, analytics-powered model to help the MVNO achieve operational maturity:

1 **Integrated Consulting Team:** Embedded with MVNO business units to co-develop requirements, escalation protocols, and communication

2 **Advanced Analytics with Arya AI:** Real-time insights into incident trends, system jeopardies, and customer experience gaps.

3 **Custom Metrics & Dashboards:** KPIs for MTTR, CSAT, port success, and workload forecasting.

4 **Proactive Engagement:** Support teams trained to identify system issues before they disrupt customers.

5 **Right-shore Staffing Model:** Offshore operations team recruited and trained within 30 days for continuous coverage.

Outcomes

- **Data-driven visibility** across operations, enabling informed decisions and faster interventions
- **Reduced MTTR** by streamlining incident management with real-time analytics
- **Higher customer satisfaction and retention** due to proactive service handling
- **Improved operational efficiency**, reducing fallout and ensuring smoother workflows

Why It Matters

By leveraging analytics and consulting expertise, this MVNO moved from reactive service to predictive, insight-driven operations. The result: stronger retention, more efficient processes, and a competitive edge in a crowded market.

About Fusion CX

Fusion CX helps MVNOs harness the power of people + tech. With the Omind AI Suite (Arya, MindVoice, MindSpeech) and 40+ years of telco expertise, we deliver customer support, advanced analytics, porting, and back-office solutions that drive measurable outcomes.

Fusion CX + Omind AI – Turning MVNO Data into Actionable Outcomes