

Case Study

# Competitive Intelligence on Customer Support Models

## About the Client

- The client is among the top 10 mobile network operators in the world with presence across Europe and South America
- It is the market leader in most of its countries of operations and focused on delivering advanced networks and digital services

## Business Objective

- The client was focused on enhancing the value of services it delivered to its customers by offering better customer support
- The primary aim was to identify and deploy the best possible customer support models that would help the client differentiate its service proposition from its competitors

## Results & Value Add

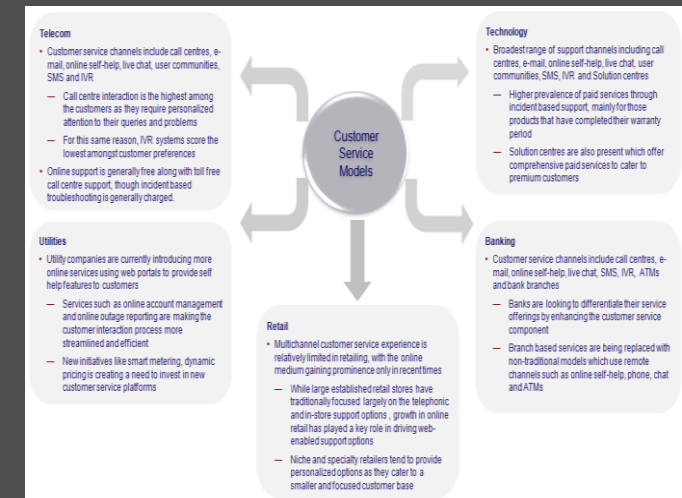
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- RocSearch provided a customized research report on the best practices for customer support that can be deployed by the client
- The report offered an in-depth review of the best customer support models used in the telecom and allied industries (including technology, utilities, retail and banking) that can be replicated by the client to achieve higher customer satisfaction levels

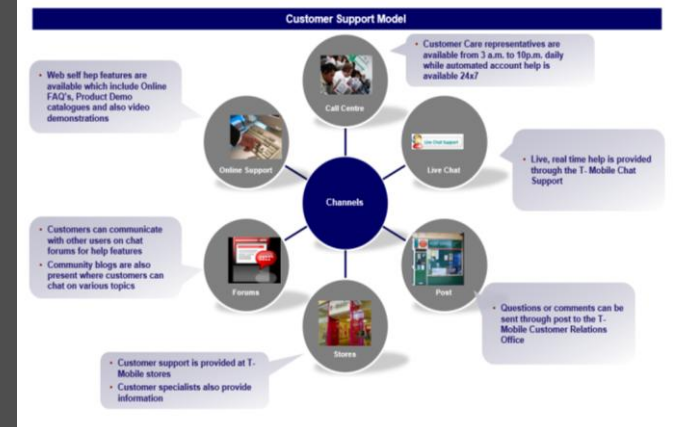
# Research Methodology and Approach

- Since it was a quick turnaround request, and the client had to take proactive steps on its customer service strategy, RocSearch deployed a team of three industry experts (one each from the telecom and technology, retail and banking sectors) for one week to work on the report
- The experts analyzed the client expectations and its limitations with respect to its customer support strategy, and accordingly identified 10 best deployable customer support models
- The team leveraged their industry knowledge as well as knowledge of various business databases and information sources at RocSearch to conduct an exhaustive research study
- All the key findings were substantiated with case examples, covering the key success factors and areas of caution for the client
- As a further value addition, our experts communicated with the client through web-conferences to help develop a thorough concept understanding and explain all the findings in the report

# Screenshots



## Case Study: T-Mobile USA



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