

Accelerating profits for technology start-ups



Enabling profitable growth with TELUS International

Background

Ooma™ is a top-rated VoIP provider in the U.S., enjoying numerous top product accolades. With innovative technology, its value proposition to customers is cost savings with uncompromised clarity, reliability and simplicity. Ooma's quick and easy setup appeals to the technically savvy and the technophobic alike. Since successfully establishing its presence in the VoIP marketplace over six years ago, this former start-up company is poised to earn even greater market share.

Scaling Customer Support to Meet Changing Consumer Needs

Ooma's initial, early adopter customer base understood VoIP and had a level of self-sufficiency in implementing the product. But as the company grew and the technology evolved so did its customers. Today's mainstream consumers want to buy the device, plug it in and have it work. This required a change in the support model with more focus on educating consumers and providing expert assistance during setup in order to maintain the highest levels of customer satisfaction.

To make this support model successful, Ooma had to assess whether to make a significant investment in its existing contact center, or to work with a partner and outsource part of the operation. After an extensive evaluation, Ooma made two key decisions: first, to outsource, and second, to select TELUS International as its partner. These decisions changed the cost base of Ooma's operations making it more competitive, while at the same time, reinforcing its key differentiator of exceptional customer service while driving new cross-sell/up-sell revenues.

The TELUS International Solution

TELUS made an impression immediately with its professionalism and expertise throughout the early engagement process, including a thorough evaluation of the existing contact center operation. The proposed solution was derived directly from Ooma business objectives to:

- Drive subscriber growth
- Optimize cost structure
- Deliver an outstanding customer experience

The TELUS International team was well positioned to help Ooma achieve its goals, with its proven methodologies and experience handling the care requirements of high-tech companies.

TELUS was able to craft a solution that would complement Ooma's existing operations by:

- Proposing to leverage existing infrastructure to reduce transition costs and implementation timelines, while maintaining an aggressive growth schedule.
- Streamlining the number porting and activation process to improve order turnaround times and customer experience throughout the customer acquisition process.
- Creating a tiered customer support model with Ooma owning the outbound sales and complex level 3 support while moving billing, account management, and inquiry-based calls to TELUS International.

Transitioning customer care to a trusted partner allowed Ooma to focus on driving its core business of VoIP technology in the consumer market. Ooma quickly benefited from a partnership based on information sharing and open, regular communications. TELUS International was able to share its expertise to help Ooma obtain better results for its business and its customers.

The Customer Experience Value

Throughout the partnership, Ooma defines the expected customer experience, and TELUS International delivers with profit-impacting and business value results.

This includes:

- Delivering near real-time customer service metrics that enable Ooma's responsiveness
- Significant agent up-selling contribution
- Enabling process efficiency for additional cost savings
- Daily Voice of the Customer insights via regular communications with the frontline
- Incorporating agent feedback to influence product design

Results

Partnering with TELUS International enables Ooma to focus on core business while continuing to deliver a strategically differentiated customer service experience. Since partnering:

- Over a 12-month period, Ooma has experienced almost 50% growth in its customer base while only increasing staffing levels by 20%. This was achieved through process efficiency improvements developed in partnership with TELUS International.
- The up-selling contribution is exceeding expectations and off-setting the cost of the agents.
- TELUS International continues to deliver on the customer experience that Ooma expects for its customers – and in most cases, TELUS is improving or exceeding expectations.
- TELUS and Ooma are committed to ongoing and open communications weekly, and at times daily, to maintain interlock between the onshore and offshore operations for message consistency, cultural infusion, and real-time reporting accuracy.
- Ooma has deferred the costly capital investments that would have been required to expand its operations, as well as the costs associated with hiring, training and retaining agents.

Connect with us today for your global outsourcing solutions.

For more information, or to request a meeting:

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