

## CASE STUDY :::::

PRE/POST PAID TELCO, MNVO

CUSTOMER SUPPORT, RETENTION AND SALES



*“World Connection ensures our prepaid customers receive the same high-quality support as postpaid, and the results prove it.”*

– Client Operations Leader

This U.S. MVNO provides prepaid, postpaid, and subsidized wireless services over three major 5G networks. Its affordable plans include unlimited talk, text, international calling, and mobile hotspot. The company resells devices from Apple and Motorola, plus SIM cards and kid-friendly phones. Through Lifeline, it extends connectivity to underserved communities, blending value pricing with reliable customer care.

### THE CHALLENGE

The client’s prior BPO struggled with low QA scores and high turnover, which drove up AHT. CSAT was falling across prepaid and postpaid customers, signaling widespread dissatisfaction. They needed a stable partner to lift quality, improve efficiency, and deliver consistent customer care at scale.

**When engaging World Connection, the client defined three clear priorities:**

1. Lift QA scores above target to ensure quality in both voice and chat support.
2. Reduce and stabilize AHT across inbound care channels.
3. Boost CSAT and ensure prepaid matches postpaid support quality.

### SOLUTION & IMPACT

World Connection built a 75-agent team with strong coaching, QA calibration, and attendance tracking. Using a “3-Blocker” review (QA, AHT, CSAT), we delivered parity across prepaid and postpaid support, supported by real-time reporting and workforce monitoring.

*Across 1.4M Customer Interactions per year*

