

Case Study: White Label and Titan Programs

Increased revenues 400%; reduced customer churn 87%

ICCS SERVICES:

CLOUD SERVICES

Includes Virtual Servers, Disaster Recovery, Hosted PBX and Video Conferencing.

MANAGED SERVICES

Includes Managed Router, Managed Firewall and Managed IT Helpdesk.

VOICE SERVICES

Includes Business Lines, Long Distance and Audio & Web Conferencing.

INTERNET & DATA

Includes fast, affordable, always-on Internet connectivity designed specifically for business customers.

COLOCATION

Includes secure, controlled and scalable data centers with a wide array of options that can be customized to fit your specifications.

Company Profile

Our client is an independent telecommunications agent selling voice, data and internet services to small, medium and enterprise business customers. They are a veteran of telecom sales with over 15 years' experience selling customized telecom solutions to over 1,000 business customers.

Business Situation

When we initially engaged with the client there were two main pain points we addressed. First, they saw their customer base and revenues shrink as their annual churn grew to 4%. With a lack of personnel resources to reach out to their existing base of customers and maintain strong customer relationships they didn't have a good strategy to slow their attrition and revenue loss. Second, they didn't know how to promote and sell cloud or managed services to customers, effectively costing them additional revenue opportunities and leaving them at a competitive disadvantage with companies who offered bundled customer solutions.

Solution

- The client used our White Label Account Management program where we communicated with every account in their customer base under their corporate brand to resolve customer issues, plus sell ICCS network, cloud and managed solutions providing stronger technology solutions, improved operational efficiency and tremendous cost savings.
- The client used our White Label New Sales Leads program which allowed us to inform, educate and sell new prospects on the advantages of ICCS network, cloud and managed solutions.
- The client joined our Agent Titan Program, providing them the best rewards and benefits in the telecom industry including the strongest commission payouts, evergreen payments, free trips, guaranteed cash bonuses and more.

Results

- Client annual sales increased \$902,000 without having to visit an existing or new customer. We did all the work for them.
 - New Sales Leads program generated \$568,260 (63% of sales)
 - Account Management program generated \$225,500 (25% of sales)
 - Consulting and Advisory fees generated \$108,240 (12% of sales)
- Increased average revenue per user (ARPU) 300% from \$120 to \$480 monthly by purchasing our cloud and managed services.
- Added 279 new customers and reduced churn 87% from 4.0% to 0.5% due to improved customer support and attention.
- Enhanced network, cloud and managed IT solutions have created a very "sticky" relationship between the client and their customers.
- Client brand awareness and customer loyalty has dramatically increased.
- Client has more time and money to invest in growing their business in other areas.
- Client has a known exit strategy when the time is right for them.

About ICCS

Founded in 2005, Integrated Communications Consulting Services (ICCS) is one of the leading technology and telecommunication brokerage firms managing communication, technology and IT services for thousands of clients. ICCS prides itself on creating out-of-the-box solutions for customers as well as strategic partners to take advantage of improvements to products and services offered through technology and IT services. For more information, please visit www.iccsagency.com or call 1.877.292.4227.