



# How the telecoms channel can keep moving during the coronavirus outbreak

## Introduction

Telecom providers are playing a crucial role in the national effort to keep the UK economy moving during this unprecedented public health emergency. As homeworking fast becomes the norm, and people naturally turn to voice and video communications to stay connected in the absence of physical contact, the critical question is this: how do we ensure the telecoms channel keeps moving too?

Because when you take away the ability for installation engineers to go onsite, and for endusers to come into the office for training, network operators and channel players alike risk being unable to onboard new accounts or give adequate support to existing customers.

All that would be bad enough without the fact that thousands – if not millions – of organisations large and small have never been so dependent upon good communications services that they fully understand how to make the most of.

So here are 5 golden rules for telecom channel players to ensure they keep their onboarding and support operations moving during this difficult period:

### **Shift from physical to virtual onboarding as seamlessly as possible**

Many organisations are discovering that the ‘content’ of an engineer visit doesn’t easily convert into a remote, phone-based installation. Rather than use your customers as guinea pigs while you iron out your approach, Support to Win’s established virtual onboarding and ‘assisted plug and play’ services are proving to be a popular turnkey solution to ensure rapid and successful deployments with high CSAT scores.

### **Don’t confuse good engineers with good trainers**

Engineering and training are separate disciplines with limited crossover. And while some of your people may have the aptitude to apply themselves to a new approach, to do so raises the prospect of experimenting on new customers who need the best possible care to remain happy and loyal. Support to Win’s unique niche in the telecoms market occupies the sweetspot between desk-based engineers and remote end user trainers. Typically, it would get deployed for customer sites that are too small to warrant onsite visits, but in today’s climate it’s perfect for every kind of rollout.

### **Align to customers’ heightened sense of urgency**

Lots of providers are experiencing an upswing in demand for new UC and telephony services that enable business continuity while employees are kept apart. But this influx of new business and customers brings with it an extreme level of ‘deliver today’ urgency that many find challenging to fulfil. Keeping newly signed customers waiting for their deployment could be very counterproductive for revenues and brand – underlining the need to consider an outsourced onboarding and support capability.

## Respond quickly and decisively to existing customers that need extra help

It's not just new customers that demand your attention. Existing customers are relying on you to step in and ensure that workers put into new situations (e.g. homeworking for the first time, or needing to understand more about admin functions to facilitate changing ways of working across the business) get the insight they need to be successful. Be proactive in checking with these customers to offer relevant support and be ready to meet additional and bespoke needs where appropriate. Their continuing loyalty may depend on it!

## Don't let standards slip

We are living through unprecedented times and people are showing great resilience in 'putting up' with things that are perhaps less than perfect. But don't count on it. We live in a digitally enabled, fully connected economy where technology solves business problems every day. If you won't deliver fantastic telecom support levels throughout your customers' lifecycles, then someone else will...

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When we at Support to Win first developed our 'virtual onboarding' and 'assisted plug and play' services, we could never have imagined their importance to enabling the telecoms industry during today's travel and isolation lockdown.

Now that all providers face the reality of being unable to send install engineers to site, or bring end users in for training sessions, the need for a proven and flexible set of remotely deployed support services is abundantly clear.

To help your business through this challenging period, we can:

- Cost-effectively handhold new customers through the initial set up and installation to ensure they get the most from their new system.
- Deliver the right blend of engineering know-how and training expertise to deliver the same quality of experience as an onsite deployment.
- Provide tailored support to existing customers' homeworkers and administrators who may be struggling to understand how to manage new communications demands brought about by the COVID-19 crisis.

Please contact us to discuss your needs in more detail. We are committed to helping the telecoms industry in whatever way with mature and proven support and professional services you can rely on during this unprecedented crisis.