

## CASE STUDY: TELECOM

# South Africa's first mobile virtual network operator redefines CX with inQuba's powerful CX orchestration platform

*Delivering customer-centric innovation in South Africa's mobile market*



## About the Company

The client is South Africa's first Mobile Virtual Network Operator (MVNO), launched in 2006, and quickly became known for its disruptive, customer-centric approach. Operating under a globally recognized brand, it positioned itself as a challenger in a saturated telecoms market by offering innovative, simple, and high-value services.

## Challenges

In a telecom industry where 89% of consumers would switch providers after a poor experience, the company recognized the critical need for a superior customer experience (CX) strategy to drive growth. To attract one million customers through prepaid offerings tailored to its youthful audience and their social circles, the company sought to differentiate itself through personalized service and a scalable, responsive feedback loop.

Key challenges included:

- The need for a comprehensive Voice of the Customer (VoC) program
- A desire to link CX metrics to employee performance

- Lack of insight into how customer interactions influenced loyalty and satisfaction
- A requirement for end-to-end service recovery and feedback accountability

## The Solutions

To address these challenges, the company partnered with Servion, the implementation partner for CX orchestration leader inQuba, to deploy a transformative customer experience solution.

The implementation featured several core components:

- **CX Journey Mapping:** inQuba's platform enabled the company to model and understand the customer journey, from loyalty to transactions and touchpoints.
- **Performance Integration:** The solution incorporated CX as a staff performance metric, with individual experience scores tied to honest customer feedback.
- **Organizational Alignment:** Servion structured the system so that agents, team leaders, and managers were all accountable for CX outcomes.

- **Service Recovery Framework:** A structured, SLA-based escalation model was established to resolve negative feedback, ensuring consistent service recovery.

## Benefits

This partnership delivered measurable, multi-dimensional benefits to the company's business, customers, and employees:

- 11.2% improvement in customer satisfaction scores
- Net Promoter Score (NPS) increase of 23.29 points
- Personalized feedback mechanisms that enhanced customer engagement
- Clear accountability and recognition through internal campaigns
- Real-time dashboards to highlight and celebrate positive customer feedback
- Enhanced training and performance reviews driven by genuine customer sentiment
- End-to-end visibility of the customer journey across sales, support, upgrades, and more



Where Journeys **get done**

Servion is a US-headquartered global systems integrator with over three decades expertise in customer experience (CX) transformation. With over 1,000 employees worldwide, we support brands like Costco, Rogers, Roche, Farmers, and Citibank in delivering exceptional service solutions. Our JourneyWorCX™ framework amplifies human connection through intelligent technology, creating customer journeys that drive growth. Servion makes journeys that work.

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