

Accelerating the Digitization of Telecom CX



For the vast majority of Telecom customers, digital and 5G underpins the Hi-Touch CX –especially in the wake of the COVID-19 pandemic, which accelerated the adoption of digital channels by both consumers and brands

As telecom providers prepare for the mass rollout of 5G networks, they face both a massive opportunity and teething challenges in translating vision to reality. By conservative estimates, the 5G rollout will dwarf current data transfer speeds and enable enterprises to leverage connected machines and transition customer relationships to digital ecosystems. To unlock the opportunity however, providers will need to invest significantly in infrastructure and cybersecurity, optimize legacy enrolment/billing systems, and digitize the customer experience. In addition, current challenges with stagnant average revenues per user and customer attrition must be addressed simultaneously. We believe digital services will be crucial to their ongoing ability to derive insights about customers and optimize customer interactions accordingly.

Outperform with Startek's digital solutions

Across continents, Startek helps over 30 telecom leaders accelerate their digital transformation journey. These clients leverage the expertise of 15,000 multi-lingual telecom experts; they are supported by proprietary digital platforms embedded with AI to offer round-the-clock omnichannel engagements for millions of telecom customers. Whether it is inbound customer interactions, outbound sales or shared back-office services, we support the telecom sector with scalable engagement models, domain, and industry best practices to drive outcomes that build on customer centricity and resilience in operations.

The net result is a customized brand experience that simplifies the user journey while driving both loyalty and revenue growth at reduced total costs.

Our Telecom Capabilities



Customer Story

Diversified Customer Services for a Leading Telecom Operator

Challenge: The company needed to focus on their Net Promoter Score as a strategic lever to increase penetration in the South Asian market. This required digitizing new channels and monitoring legacy interaction platforms for insight driven customer journey mapping.

Solution: Startek automated the backend systems through a CX pulse Application, with an inbuilt analytical platform. Apart from new process implementation, Startek calibrated customer insights to improve service levels.

Net Results: There was an improvement to the overall NPS to over 45, with a 5% reduction in customer complaints and escalations. The CX pulse systems allowed the client to have complete visibility on brand and customer experience.

About Startek

Startek is a global provider of tech-enabled business process management solutions. The company provides omnichannel customer experience, digital transformation, and technology services to some of the finest brands globally. Startek is committed to impacting clients' business outcomes by focusing on enhancing customer experience and digital & AI enablement across all touch points and channels. Startek has more than 40,000 CX experts spread across 46 delivery campuses in 13 countries. The company services over 250 clients across a range of industries such as Banking and Financial Services, Insurance, Technology, Telecom, Healthcare, Travel & Hospitality, Ecommerce, Consumer Goods, Retail, and Energy & Utilities.

To learn more about Startek's global solutions, please visit www.startek.com

4 STARTEK: REASONS WHY

Stevie Awards Winner, IAOP leader in Outsourcing

Winner of Stevie® Award for Innovation in Digital and Cloud Platform and listed as the Leader and Excellence in Strategic Partnership by the International Association of Outsourcing Professionals (IAOP).

13 Countries, 40,000 CX Experts

Including 15,000 multilingual telecom specialists with experience in outbound sales, customer service, account management, technical support, complaint resolution, billing recoveries, and loyalty program management.

Over 30 Telecom Clients

Trusted by leaders in global Telecom for nearly three decades of uninterrupted delivery of tech-driven and human assisted services by over 15,000 multilingual telecom experts who operate under the guidance of local and global regulators.

Startek Cloud = Next-Gen Agility

Undisputed leaders in provision of an always-on, campus-on-cloud platform that enables a work from anywhere agent model, enabling next-gen continuity in the most volatile operational circumstances like the COVID-19 pandemic.