

# Case Study: How a Global Solutions Integrator Delivered Great CSAT via a New Subscription Offer

## Creating Customer Lifetime Value with Nearshore Services



### The Customer Challenge

Tasked with rolling out a new subscription-based communications offer, Axim's customer needed to get a team in place to handle new client provisioning & onboarding. Because the tasks in scope would be customer-facing, they would be set the tone for the rest of the relationship, and directly influence Churn and Customer Lifetime Value. The right solution needed to provide consistently high quality without sacrificing value.

## The Solution

After reviewing several options, including using Asia-Pacific-based outsourcers, and delivering the required skills in-house, the customer chose to engage Axim's Costa Rican Center of Excellence, standing up a dedicated team to own all provisioning, onboarding, and training tasks related to this subscription communication offer.

Axim's Costa Rican Center provided the customer access to a dedicated team of resources that combine cultural and geographical proximity to the USA, strong English proficiency, and the required expertise needed to execute tasks correctly every time.

## Results

- 100% CSAT over the 18-month engagement
- Expansion of in-scope tasks, including Resource Management, Project Coordination, Architecture & Design, Training, and Engineering
- Expansion of dedicated team

After regularly encountering the same questions from new customers, the Axim Costa Rica team created training videos that addressed these common concerns, thereby reducing their time spent answering questions, and increasing time to focus executing on core tasks.

**“The quality of execution and operational governance has exceeded expectations, and we look forward to growing our dedicated team.”**

*-VP OF CLIENT OPERATIONS*



Axim's Costa Rican  
Center team in action