

Managing Lifeline Program for Global Telecommunications Company



CASE STUDY

Situation

A global telecommunications provider needed a partner with expertise ineligibility determination and customer contact services to design and administer its new Lifeline program. They had the phone, service plan and marketing ready, but sought expertise in Lifeline programs to effectively go to market and handle expected high response volume.

Objectives

- Gain a market share and competitive advantage in the low-income customer segment by leveraging Federal Communications Commission (FCC) Lifeline incentives
- Reduce Lifeline programs customer acquisition costs
- Minimize internal resources committed to the program by engaging a partner with proven Lifeline track record of success

Challenges

- Managing the larger volume of more than 500,000 customer screenings, eligibility checks and other processing activities each month
- Processing more than 500,000 applications each month quickly, cost-effectively, and within regulatory guidelines

Solution

- Quickly ramp up scalable processing centers to manage all aspects of eligibility determination and application communications
- Perform comprehensive call center services including initial customer phone screening, bilingual qualification (English and Spanish), and fraud hotline services
- Provide document management and fulfillment services including mailing eligibility packets, scanning completed forms, and securely archiving/destroying application information

Results

- Enrolled 10x the projected volume of new customers processed in the first year
- More than 18 million applications reviewed since program inception
- 6.4 million new and annual Lifeline certifications processed to date
- Reduced cost of new customer acquisition