



IGNITION[®]

GROUP

Empowered by Possibility.

EARTHLINK CASE STUDY

Ignition Group cements itself as EarthLink's chosen Global Customer Lifecycle partner.

Ignition ensures EarthLink's obsession on customer experience is delivered to its customers through providing integrated digital marketing, sales, customer experience and product solutions.



BACKGROUND

EarthLink helped pioneer the internet in 1994, and is one of America's oldest internet service providers, having provided internet connectivity to millions of consumers and businesses across the United States since the internet began. In 2019, EarthLink was acquired by Trive Capital and the headquarters were moved to Atlanta, Georgia. With the business under new management, EarthLink, through its customer-centric obsession, was focused on growing its customer base and revenues, whilst ensuring that its customers received the best possible customer experience, and remained the primary consideration of all decision making in the company.





PROBLEM

In 2019, under new management, EarthLink was motivated by its new vision of providing the best customer experience and best connectivity solutions to its customers across the United States. EarthLink was needing a partner to assist in growing its customer base, improving on customer service and experience metrics and growing revenues.



SOLUTION

We leveraged our reputation for delivering best in class customer experience and technical support for the US market.

Our unique ability to offer sales conversion, digital performance-marketing and white labelled value-added products as part of our service offering provided them a high level of trust and comfort.



In 2020 Ignition launched 6 new lines of business support teams in their South African based headquarters for EarthLink;

- New Customer Acquisition
- Technical Support
- Customer Care
- Customer Retentions
- Digital Marketing
- White Labelled Product Solution
(Which is being used to add to their existing product mix as added value)





RESULTS

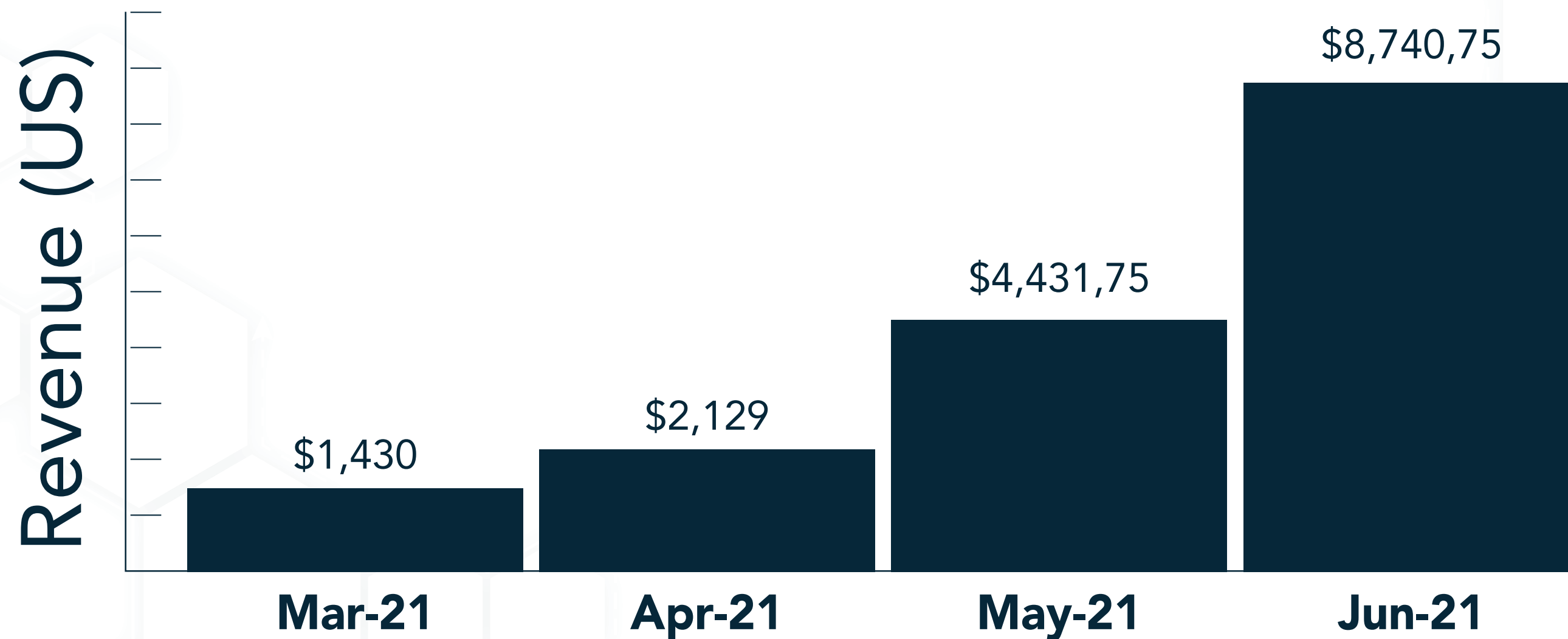
In just a few months this team
has grown from

**20 to 300
agents.**

Which has been achieved during the
COVID-19 pandemic, without
additional on-site support.



IGNITION'S WHITE-LABELLED ADD-ON PRODUCT REVENUE GROWTH (OVER LAST 3 MONTHS)



Ignition, through a deep understanding of the customer's needs, was able to provide various service offerings, across the spectrum of the Ignition services offered, to EarthLink. This is demonstrating the ability for Ignition to continually exceed customer expectations and integrate deeply into the operations of a large US brand providing a full range of Marketing, Sales, Customer Care, Customer lifecycle Management and white labelled product solution at scale.



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+27 31 582 8300

info@ignitiongroup.co.za

www.ignitiongroup.co.za