

How Simplify360 Enabled WorldLink Communications Achieve a Low FRT While Handling 20,000+ Tickets!

Founded in 1995, WorldLink Communications is Nepal's largest Internet Service Provider.

WorldLink delivers high-speed FTTx, IPTV, and Fixed Wireless Broadband Services to 400,000+ active customers. Present across 63 districts, it is the first ISP in Nepal to provide IPTV service.



CHALLENGE

With the vision to “connect everyone, anywhere, all the time” and a mission to “enrich the lives of customers through world-class service”, **WorldLink Communications wanted to elevate its customer support.**

1. Massive Ticket Volume

The surge in customer inquiries and concerns due to the increased customer base resulted in massive ticket volumes.

2. Overwhelmed Support team

The support team became overwhelmed by the heightened demand for assistance across multiple communication channels, impacting agent efficiency and productivity.

3. Delayed FRT

The increase in workload led to delays in addressing customer queries and providing timely resolutions, i.e. delayed First Response Time (FRT) and Turnaround Time (TAT).

Overall, WorldLink Communications was looking to provide omnichannel customer support.

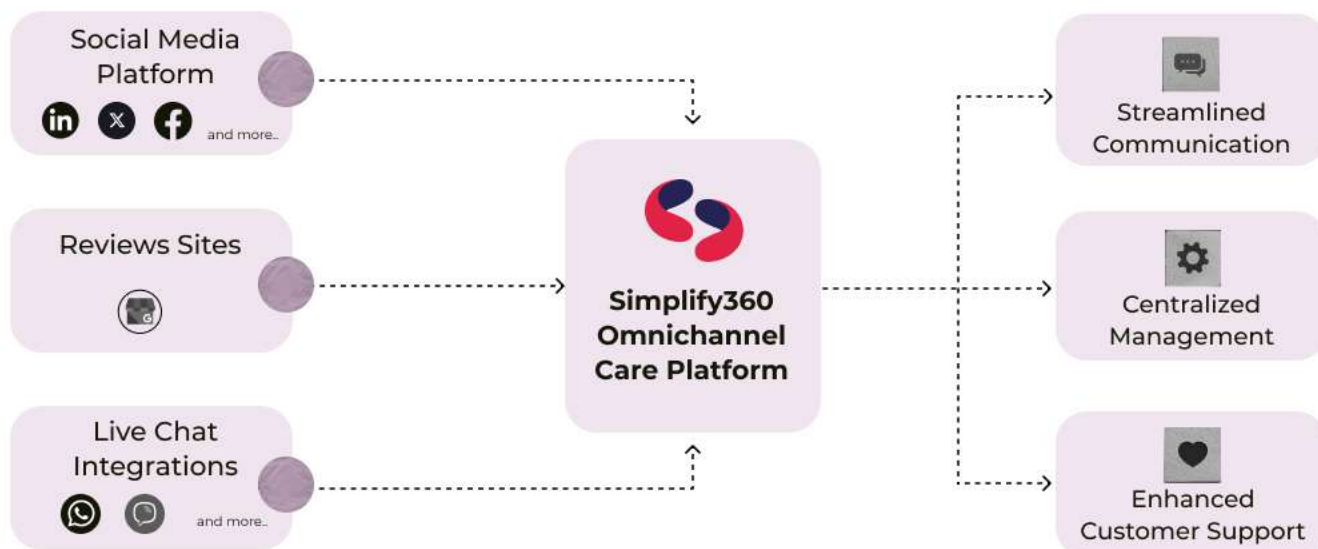
APPROACH

WorldLink Communications was looking for an omnichannel customer support platform to **automate ticket management** and customer service across multiple touchpoints.



How Simplify360's Omnichannel Platform helped WorldLink Communications?

Simplify360's centralized dashboard helped WordLink Communications bring together all customer queries and feedback in one place. This allowed for better support and automated workflows that triggered timely customer surveys to grasp brand perception and changing preferences.



RESULTS

By partnering with Simplify360, WorldLink Communications seamlessly integrated all its support channels into one. This led to the following results.

- The support team of 15 agents easily **managed 20,000+ support tickets**, monthly.
- The team **reduced FRT** to less than 15 minutes.
- With a response rate of 44%, WorldLink was able to achieve a **CSAT score of 79%**.



**Low First
Response Time**



CSAT Score



**Tickets Handled
Per Month**



**Survey Response
Rate**



GET IN TOUCH

+91 7019238162 (IND), +1 (512)539-0360

contact@simplify360.com