

Highlight's platform is an invaluable tool for closing new business and customer retention



In brief



V12 Telecom has been delivering excellent customer service for more than 20 years. It specialises in providing managed voice, data, and mobile services to enterprise users and partners globally, and was one of the first companies in the UK to offer Direct Routing for Microsoft Teams.

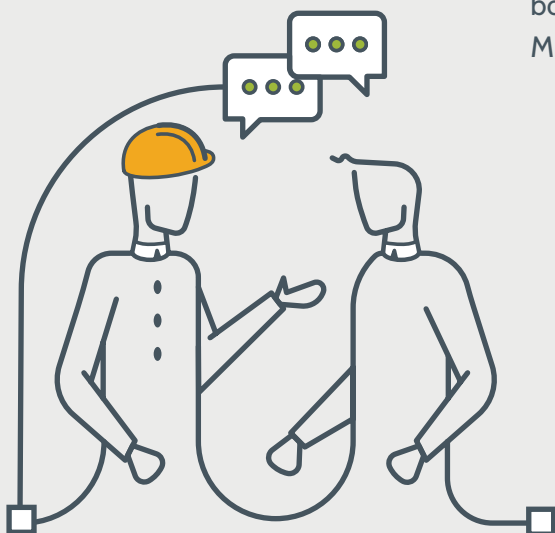
Right from the offset, its MD and founder, Charles Rickett, wanted to differentiate V12 by providing and sustaining the best customer experience available. At Highlight, we are delighted to be able to assist in V12's continued delivery of a great customer experience by providing our platform to identify the best network solutions for end users. Our solution supports maximum transparency between service providers and their customers and increases buyer confidence.

Challenge: choosing the right network is now a business-critical decision

Connectivity has long been commoditised and pushed to its limits. Today's new ways of working with industry's reliance on the cloud make it imperative that this approach does not linger on. The Enterprise network has become fundamental not just to making sure end users can access the applications and functionality they need to do their jobs, but also to business growth, the best use of resources, and ultimately to the protection of a company's reputation. Choosing the right network is now a business-critical decision.

At the same time, the networks that power the modern Enterprise are becoming significantly more complex as new technologies emerge.

"To build productive, long-lasting relationships, it really helps for service providers to be able to demonstrate to their customers why they are recommending specific network solutions. That's why Highlight, as an independent platform which allows us to evidence our recommendations to our customers, is invaluable for both customer retention and closing new business," MD, Charles said.



Solution:

Highlight's platform unites providers with their customers through its insights, helping both the buyer and seller know what network solution they need and why. Highlight provides a single window on an organisation's needs from its network that the service provider and end user can look through together. This common perspective facilitates open conversations with customers that simplifies and strengthens customer service delivery.

"Today, our customers are more reliant on their networks than ever. This means that making sure they secure maximum benefit from their investments in terms of performance and value for money is crucial. Having a platform like Highlight's, which can independently demonstrate the value that a network

Feedback:

"As our customers' businesses change, what they need from their networks changes too. The Highlight platform makes it easy to evidence what changes customers should make to their networks. This puts V12 in the position of always being able to deliver what our customers need and have transparent, data-backed, conversations about why changes are necessary. Clearly, this helps foster the already positive relationships we have with our customers," Charles concluded.

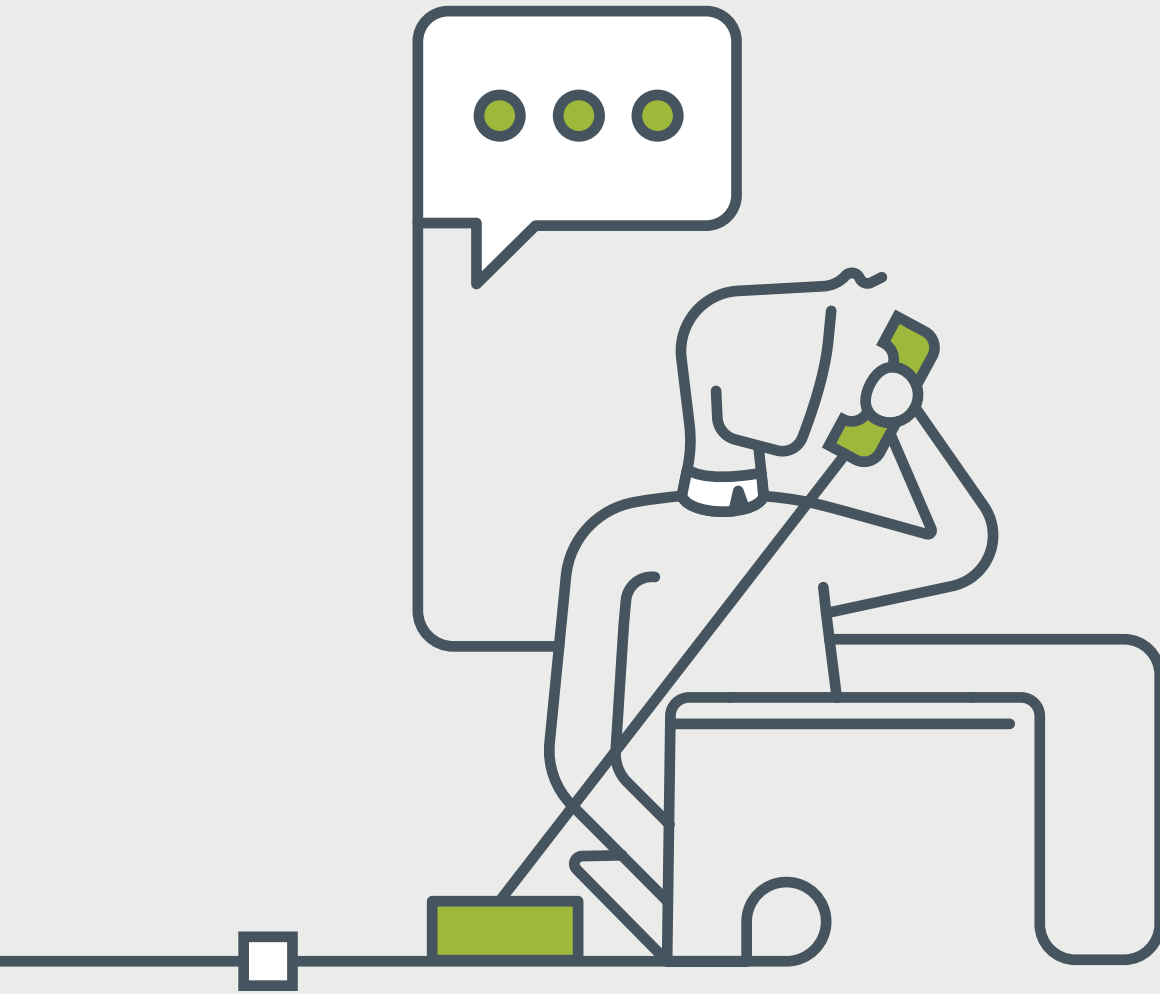
Richard Thomas, CEO of Highlight adds, "V12's focus on delivering value and service excellence to its customers makes them a perfect company for us to work with. V12's customers now have the evidence they need to ensure they're making the right choices, and Highlight is delighted to be delivering the data and insight to help them achieve this. Charles' comment about being able to share information with customers, in ways that facilitate straightforward discussion, is an important one. We regularly come across situations where salespeople don't have access to information

delivers, is something many customers now expect to see from their trusted suppliers," Charles added.

"Our deep understanding of telecommunications has ensured that our customers have enjoyed reliable and innovative services for over 20 years. We pay constant and deep attention to providing valued telecoms solutions and Highlight supports our commitment to exceptional service."



they need when advising customers about what to buy. Often this is compounded by customer service professionals having to grapple with highly technical, largely unintelligible, data when they're trying to help a customer understand why their network isn't working as it should. By stripping away confusing technical jargon, Highlight empowers salespeople to sell the best solutions, and service teams to deliver exceptional service. Put together, this means customers can really understand the value their network delivers. And that has to be good for everyone".



Take the first step towards better customer relationships

Speak with a Highlight network services expert. Start transforming the value of your network and create more profitable customer relationships today.

[Talk to an expert](#)