POPX

Customer Case Study

M247 transforms customer service to set conditions for future success and targets record levels of productivity with the POPX platform.

POPX helps M247 implement a fully managed and integrated MSP platform in record time to achieve next level service automation.

3k	3.5k	1	15k	4	1
Cases resolved per month	Customer portal users	Platform provides full visibility and control	Network devices automatically maintained	Month onboarding time	Monthly fee

M247 is a leading connectivity and cloud provider offering multi-cloud and multi-connectivity services internationally.

Working with POPX, the company provides an enhanced customer and partner portal, optimises customer service management and allows easy adoption of automation in business processes to drive operational efficiency. For M247, IT and customer service are cornerstones of its digital transformation.

M247 is a leading connectivity and cloud provider offering multi-cloud and multi-connectivity services internationally. They support businesses to help accelerate growth through cloud-first thinking, faster connectivity and smarter infrastructure solutions. They are on a journey to be the most innovative technology partner for growing businesses.

M247 is on a transformational journey to revolutionise its internal business processes and truly differentiate the service it provides to customers and partners. To begin this transformation, M247 identified the need to differentiate from their competition with key areas of focus: increase productivity by simplifying operations; increase scalability; improve the customer experience; innovate at a faster pace; and give employees the best tools to deliver superior customer experience.

"Our continued shift to make our customer experience truly digital has meant rethinking the way our customer service and IT service delivery work. As we continue to grow, we need to innovate to increase our scalability. To do this we needed to move away from using multiple tools to create one standardised platform, increase automation and efficiency, and break down barriers within the organisation," explains Kevin Paige, CTO at M247.

Customer
M247

Headquarters
Manchester, UK

Industry
Telecommunications and Managed Services

Employees
320

Products:

- POPX Platform
- Customer Service Management
- ServiceNow Discovery & Event Management
- Monitoring
- Customer and Partner Portal
- Service Catalog & Self Service Request Fulfillment
- Automated Monthly Service Reporting

With POPX, M247 reduces resolution time and automates service delivery.

POPX provided M247 with a fully managed and integrated MSP platform to deliver customer service and IT support. The POPX platform, powered by ServiceNow, enabled M247 to redefine the customer support model with an automation first approach, delivered through a new industry redefining portal.

The POPX implementation of a fully managed and integrated platform for Telcos and MSPs, enabled M247 to onboard faster with a clear understanding of required outcomes, timescales and associated value. This approach significantly reduced risk to M247 compared with going it alone on a notoriously tricky SaaS implementation or compared with using expensive Professional Service resources.

"Our POPX implementation has improved our time to market for new solutions and provided a platform to deliver automation throughout our business," comments Paige. "This has paved the way for the broader adoption of increased automation at M247."

"By optimising our processes, we are empowering our employees to deliver a superior customer service experience."

Kevin Paige
CTO, M247

Transparency and the focus on automation to drive increased productivity and faster case resolution, allows engineers to focus on adding value for customers.

Legacy case management tools and processes within M247 make the work of customer service teams and the IT service desk much harder than it needed to be. "By starting to bring our customer-focused service delivery processes onto a single platform, M247 will have a complete overview of cases, giving teams clear ownership and accountability. Digital workflows are facilitating fast resolution of over 2-3,000 cases per month and, with the help of device discovery, we can be highly proactive in notifying customers of issues.

"The end goal is enabling our engineers to step back from repetitive and unnecessary tasks, allowing them to focus on more complicated challenges, where they can add increased value to our customers." Paige continues, "The way POPX will enable us to do this is by looking to continually optimise processes through automation. Working together, we will focus on reducing the number of customer cases opened each week and reducing the average time needed to resolve a case."

Greater productivity created an immediate business impact by reducing the average time of resolving a case. By enabling automation of many repetitive tasks, the number of customer cases opened each week has decreased while those that are opened can be resolved and closed faster.

Martin Ford, co-founder and CEO at POPX explains, "In working with M247 we have been able to transform their Operational Support and Business Support Systems (OSS/BSS). The go-live was even realised despite the global Covid-19 pandemic arriving just as the project entered its final stages."

Self-service portal centralises services and enables faster, more automated customer requests.

As a result of numerous previous efforts to enable self-service coupled with multiple acquisitions, M247 have previously introduced several customer portals, yet the experience has been far from positive. Building a customer service portal on the pre-built POPX framework transformed the situation and the customer feedback has been unanimously positive.

"We don't just develop portals for our clients, rather we work together to guide them through the process of bringing a next generation portal to life. The ability for a service provider's customer to self-serve is a key part of any MSP's digital transformation and it is at the heart of our fully managed and integrated MSP platform," explains Ford.

During workshops with stakeholders, it was clear that the M247 customer portal would be built around an **automate-first** strategy to allow for exponential growth without the associated resources required by manual processes.

"At POPX, we have pre-built hundreds of portal features and components that are specifically designed for service providers like M247 to offer an enhanced experience. This means our clients can pick and choose the features and services they offer through their portal without

without the usual lead times or complexity of developing from scratch," states Ford.

Communication with customers has become more efficient too. In the case of planned engineering works, automated notifications are sent out to customers in advance and customer service agents have complete visibility of the works. Proactive monitoring is now automatically suppressed during these works and notifications from M247's suppliers can themselves be automatically processed.

POPX provides a scalable foundation for M247's future priorities.

Paige and his team see a long-term relationship with POPX, whose roadmap is closely aligned with M247's business priorities, making it a strategic partner for the future.

"Phase one has been highly successful regarding the speed of implementation and adoption of the POPX platform. We will continue our digital transformation by delivering new solutions through the POPX platform and portal. Our ongoing relationship with the POPX team means we have a service provider who truly understands our needs and is capable of delivering on them," says Paige.

The POPX managed service takes care of all enhancements, upgrades, maintenance and day to day support of running such a sophisticated platform. Also, M247 now considers POPX and Ford's team as trusted advisors, engaging with them to consult and deliver on future programs that M247 are looking to achieve as part of the fixed monthly fee.

"Our managed service business model ensures we partner with clients for the long term, and not just the initial implementation phase of the platform. We believe this is the future of how complex technologies will be delivered, enhanced and maintained, resulting in a superior service to our clients. Leveraging the POPX platform, we can offer pre-built solutions to many of the common challenges facing Telco and MSP organisations today. Ultimately this leads to better outcomes for our clients and in turn their customers." explains Ford.

M247 is also planning a wider roll-out building on the benefits already realised. "The off-the-shelf functionalities and in-house capabilities that come with POPX are challenging our preconceptions and pushing us forward. The ongoing partnership we have with POPX makes it easy to continuously adapt and scale to any part of the M247 business," concludes Paige.

It's estimated that implementation of the POPX platform has already increased resource capacity between 10-20% but by collaborating to continually optimise operations it could be possible to push this up-to 40%.

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