



MOURI TECH[®]
GLOBAL ENTERPRISE SOLUTIONS

Strategic Partnership between MOURI Tech & Telecommunication Giant **Pioneers Alaska's First FTTH Internet Service**

Industry: Telecommunications | Headquarters: Anchorage, AK | Presence: Alaska, USA

About the Client

A provider of internet services at the edge of the Arctic Circle, the client was the first company to supply the residents of Alaska with 3G CDMA wireless internet services. In order to ensure that the people living in this remote region are not left behind in the global communications revolution, the client was planning to upgrade its services to deliver high-speed, stable and reliable broadband internet services for business and residential customers living on the last frontier.

Challenges Faced

As the world transitioned to 4G and faster internet speeds, people and businesses in Alaska found it challenging to keep up due to the state's remoteness and challenging terrain.

Alaska is the largest state in the United States and yet has a population of less than a million. Located around the Arctic Circle, the harsh climate and remote nature of settlements makes it difficult for the latest technology to be assimilated in the lives of people living in the state.

Client Objectives

Based on their strategic partnership, the client sought MOURI Tech's expertise to build their Fiber to The Home (FTTH) broadband internet services. The client targeted summer 2022 for the launch of their FTTH internet products for private and commercial use across Alaska.

To achieve this objective, the client looked to transform their existing internet and telecommunications infrastructure with digital, Salesforce-led, field services, order management and provisioning, to ensure a reliable and seamless customer experience.

Key Technologies : Digital | Salesforce | ServiceNow | Oracle Field Services



Solutions Implemented

- Implemented Salesforce Customer Service and Incident Management modules, to transform legacy systems introducing a suite of new tools
- Designed a delightful customer experience through intuitive mobile and web portals
- Unified digital workflows and systems onto a single platform implementing ServiceNow's Order Management
- Deployed Oracle Field Service Cloud solution, equipping the client to complete internet service activities, from installation to maintenance, across locations in the remote Alaskan wilderness

Excellence Delivered

- Accelerated revenue growth with introduction of new products
- Improved operational efficiency with business process automation and cost-effective customer outreach
- Secured a New Promoter Score (NPS) above seventy-five, highlighting superior customer experiences
- The client reached its subscription goals in under three months.
- Substantial improvement in overall customer experience
- Arrival of FTTH internet services in Alaska was a game-changer for individuals and businesses in the state

Salesforce CRM Centre of Excellence from MOURI Tech

As a trusted Salesforce partner, MOURI Tech specializes in delivering comprehensive solutions that drive business transformation. With a team of certified Salesforce experts, we offer customized services ranging from initial implementation to ongoing optimization. Leveraging best practices and the latest innovations, we ensure that businesses can maximize their Salesforce investments and achieve scalable, sustainable growth.



MOURI TECH®

CMMI DEV/5 | ISO 27001:2022 Certified | ISO 9001:2015 Certified
AICPA - SOC Certified | HIPAA Compliant | PCI DSS Certified | TISAX

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