

VIBA Increases Sales, Revenue, and Profit for Major Global Telecom Provider

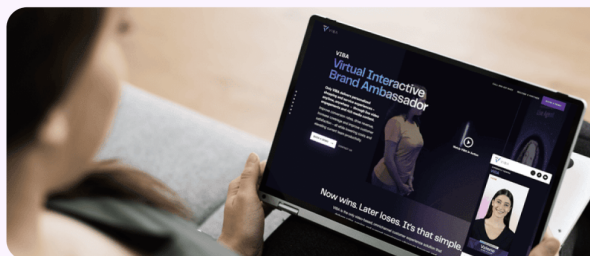
From March 2021 to August of 2022, the only broadband provider in Latin America that runs on a 100% fiber-optic network was ready to roll out their newest service bundle – super high-speed internet, VoIP phone, and IPTV (Internet Protocol Television) with 300+ channels and on-demand capabilities – all for a single plan price. They chose **VIBA LIVE** to make it happen.

Before **VIBA LIVE**

Traditionally, the bulk of sales for the telecom provider's individual services came through web inquiries (email) and direct mail solicitations (phone and web). A smaller portion of sales also came through manned kiosks in high-traffic areas as well as direct phone solicitation.

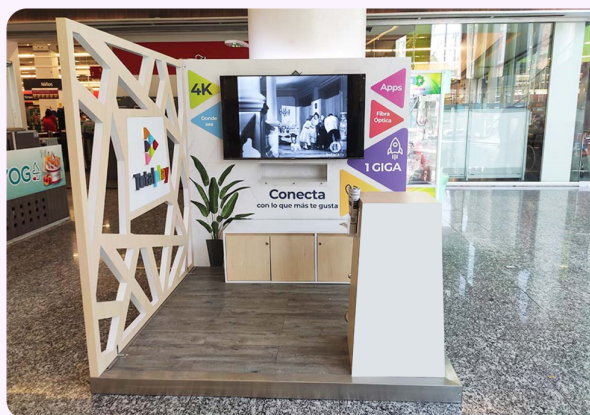
The **VIBA LIVE** Solution

The client in this case chose to implement VIBA independent microsite functionality as part of field team executions, promoters, and cross-promotional partners such as Doordash.



This allowed Live Agents to serve customers with person-to-person sales support, plan options, subscriptions, and more, without losing valuable hours or days in between a potential customer's initial interest and an email or phone response.

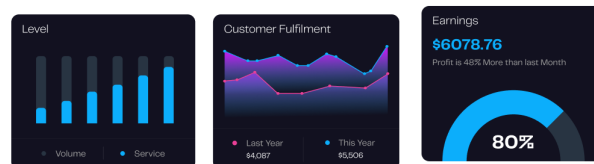
The provider also chose to integrate the VIBA LIVE portal into multiple other touchpoints by integrating QR codes that instantly connected smartphone users to a Live agent.



After **VIBA LIVE**

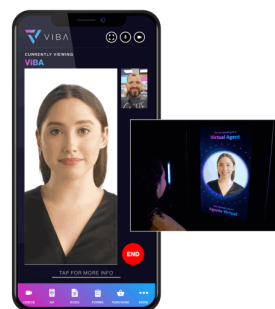
For the first quarter of 2022, VIBA's involvement brought the telecom company's total revenue to \$427 million, up from \$371 million for the same quarter the previous year.

Additionally, as a main target of the VIBA LIVE campaign aimed at residential subscribers, the company saw a 56% increase in residential business in just the first six months of 2022. Subscriptions increased from just under 5 million accounts the year before to 7.7 million accounts the following year.



With VIBA LIVE onboard, the company was able to substantially increase sales volume without making huge increases in staffing. As a result, EBITDA earnings for 2022 were up 28% from the previous year – with final earnings totalling more \$217 million.

What's Next for **VIBA**?



Following up on the success of 2022, the company reports that it now estimates VIBA accounts for close to 800 new sales per quarter, and is now looking to implement VIBA AI to trim workforce expenses while utilizing the same existing microsite platform.

VIBA LIVE Results at a Glance

Sales Vertical: **Telecom Subscription-Based Sales**
Initial Contract Period: **March 2021 to August 2022**
Sales Volume: **Estimated Increase of 800 Sales per Quarter**
YOY Revenue with VIBA: **56% Increase**
YOY EBITA Earnings: **28% Increase**