

# Lifeline Program Administration for Global Telecommunications Provider

## Client Overview

A global telecommunications provider needed a partner with expertise in eligibility determination and customer contact services to design and administer its new Lifeline program. They had the phone, service plan and marketing ready, but sought expertise in Lifeline programs in order to handle large volumes and effectively go to market.

## Program Objectives

- ✂ Gain a competitive advantage in the low-income customer segment, building an offering to gain market share and leverage Federal Communications Commission (FCC) Lifeline incentives.
- ✂ Enlist a partner with proven Lifeline experience, ability to handle high volumes of applications, and customer communications.
- ✂ Reduce new customer acquisition costs for Lifeline programs.

## Challenges

- ✂ Managing the large volume of more than 500,000 customer screenings, eligibility checks and other processing activities each month.
- ✂ Processing more than 500,000 applications each month, quickly, cost-effectively and within regulatory guidelines.

## Solix Solution

- ✂ Quickly ramp up scalable processing centers to manage all aspects of eligibility determination and application communications.
- ✂ Perform call center services including initial customer phone screening, bilingual qualification confirmation (English and Spanish), and fraud hotline services.
- ✂ Provide document management and fulfillment services including mailing eligibility packets, scanning completed forms, and securely archiving/destroying application information.

## Results

- ✂ Realized 10 times the expected volume of new customers processed in the first year.
- ✂ More than 18 million applications reviewed since program inception.
- ✂ 6.4 million new and annual Lifeline certifications processed.
- ✂ Reduced cost of new customer acquisition.