

# 10 Ways Fusion Connect Achieved The Highest Levels of Customer Care and Confidence

1

## Build a customer-centric culture



Customer obsession isn't a slogan—it's simply how we operate. It drives how we build, how we serve, and how we lead.



2

## Hire and retain the right talent



Our teams have the trifecta of unrivaled customer empathy, 13+ years proven technical skills, and more than a decade of frontline industry expertise.



3

## Offer proactive customer service



Proactive health checks and quarterly reviews help us identify issues before they happen. With teams in every time zone, we can stay ahead of customer concerns.

4

## Personalize customer service



Our tailored approach ensures timely, multi-channel outreach using email, text, phone calls or video chats honoring customer preferences.

5

## Empower the customer service frontline



Our reps stay on the call with the customer until their concerns are completely addressed. Quality of the customer experience, not speed, is what matters.

6

## Invest in training



We offer a unique rotation program and skill development opportunities. Teams learn how to address Tier 1 and Tier 2 issues with accuracy and an average resolution time of 35 seconds.



7

## Reward the team



We have All Star recognition programs that rewards and spotlights exemplary customer care and support.

8

## Go the extra mile



Listening is our superpower, fueled by our goal to not only help, but to impress our customers.

9

## Ask for feedback



We make sure customers have a variety of ways to let us know how we are doing from surveys after every customer call to advisory councils.



10

## Always deliver on the promise



+154% NPS increase in less than one year.  
We continue to aim higher and delight customers.

