



BestCare - Superloop Case Study



Superloop benefits from BestCare™ fixed price, service surety, and reduced administration

As an independent feature-light, speed-focused internet services provider, Superloop solves interconnectivity issues for corporate, wholesale and domestic customers through superior network performance and connection stability. Superloop has a broad network, selling their own fibre as well as partnering with NBN, TPG, Telstra and more. Backing Superloop in the field for the past two years is expert installation and support partner, Best Technology Services.

Ben Lajoie, Superloop's Customer Delivery Manager says, 'Best is the on-ground interface we've come to rely on. Best guarantees next business day service within 100km of 30 points of service across Australia and works seamlessly with our remote engineers. That level of support solves one of our most immediate issues: the capacity to reach metro and regional customers. Without Best, we simply couldn't offer that ourselves.'

Service managers welcome time savings and increased efficiencies offered by BestCare™

Four months ago, Superloop took advantage of Best's latest partner offering: BestCare™ Support. Sold as competitively priced pre-paid packs of service units, BestCare offers surety of service and pricing and a way to reduce the burden of administration.

'BestCare has got us over another hurdle in that we no longer need to raise a PO for every single job,' explains Ben. 'Just the one PO raised to purchase the BestCare service unit pack gives us access to a large credit of works which we draw down on at a discounted rate as and when we need it. It's solved the issue of endless admin for us. Importantly, the service from Best is still of the same high standard.'

'BestCare is a total game-changer for Superloop,' continues Ben. 'A service manager's time is valuable and the BestCare service model dramatically reduces admin across the business; time that we can better invest in working with and for our customers.'





BestCare™ saves Superloop 10% and facilitates faster, easier service scheduling and reporting

Ben says other advantages of BestCare are the simplified pricing and the cost savings. 'With the BestCare pricing model all services are at the one price, simplifying things even further. Not only that, BestCare works out to be about 10% cheaper overall. That's a significant saving which is just fantastic.'

Working with BestCare has given Superloop even greater confidence in their ability to provide customer service excellence. 'My team are very comfortable working with the BestCare portal. We can log in, raise a request and within a day organise hands and feet to our customer's site. Better still, Best works to our schedule. Operating in the service space means that everything is always a rush, but BestCare's strong and easy communication line means that we can efficiently organise what's needed on the fly.'

Reporting is easy too, says Ben. 'We receive a monthly report that shows how many units we've used and where, together with the number of units we have left. It's clear and simple.' So successful has the introduction of BestCare been that Superloop has already committed to a second pack of BestCare units, doubling their original purchase of 50 to 100.



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The move to BestCare™ was a **no-brainer**. In fact, the hardest part was helping people understand what we were achieving in switching to an **innovatively structured service model**. It took a while for it to sink in that **it's all upside**. There is absolutely **no downside** to working this way.”

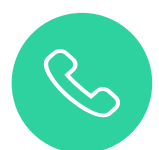
Ben Lajoie

Superloop's Customer Delivery Manager





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