



Bangalore, India (Head Office) - #27, Ambalipura, Bellandur Road, Bangalore 560103, India.
Phone : +91 80 4131 7700

California, USA | Texas, USA | New York, USA | Doha, Qatar
www.instacarma.com

How our Technical Support for a leading web hosting provider helped them expand their customer base and retain their existing customers

Customer: A Leading Web Hosting Provider

Location: New Jersey

Industry: Webhosting/Datacenter

Tenure: Customer Since 2003

Support Plan: Dedicated

This company with a core principle to provide quality service and support to their customers, had a humble beginning as a virtual reseller account. Once their operations expanded, the company grew into a world-class datacenter operating at both coasts. With a wide range of services and plans that include shared/reseller hosting, Cloud VPS, Dedicated Servers and Colocation Services, they became a force to reckon in the highly competitive arena of webhosting industry.

Challenge:

The client identified that virtual private servers was a preferred choice for people who wanted to enjoy the benefits of dedicated servers at a price slightly comparable to traditional shared hosting. The launch of its fully managed Cloud VPS offerings, was met with a wave of excitement. This was followed by a flurry of orders from customers all around the world. With the ever-growing demands of VPSs and by offering attractive discounts, the client was able to rope in a huge number of customers.

Now, this being a managed service with an ever-increasing number of enquiries, the existing support structure wasn't enough to handle the huge volume of work. With a focus on the sales aspect as well as technical expertise to manage customer's services, a new breed of engineers who are not only tech-savvy, but also experts in the nuances of sales were required to join the ranks of their support team.

Solution:

Instacarma's multi-tiered support system have a pool of skilled support engineers, proven and battle-hardened tech leads and seasoned managers who are always willing to go the extra mile. With the increase in demand for the client's products, we had to deploy a hybrid model of engineers who are well versed in the art of customer on boarding and being a total encyclopedia. InstaCarma, which always takes pride in its highly effective training programs, picked the right candidates who could pull this off. They became the front line and last line of support for customers. The existing team was revamped and expanded to include engineers with varying and diverse skill levels. Their mantra was 'to be more human' in their daily interactions with their customers. InstaCarma's perfectionist streak reflects in the 'internal SLA' that is maintained by the crew. This is a more strict and rigid version of the actual SLA that

was put in place by our client. This helps us to be always one notch above when it comes to Quality Assurance. Plus, the fact that parameters for gauging quality is not something that remains static. We have a very organic way of tweaking and fine-tuning it periodically. This is done taken into consideration the changing needs and demands of customers. In short, we have helped scale our client's business, acquire, retain customers and serve them with zero compromise in quality. One of the many reasons why our client is still continuing his business with us.

How and why do we stand out among the crowd?

So, what's unique and different about Instacarma's support with the rest of the world? Instacarma's USP is its flexibility and top-notch technical support with a stringent customer-first policy. For years, we have fostered a culture of learning, grooming the next line of leaders, who drives the same philosophy of 'keeping your customer first always'. Driving and inspiring people to tackle insurmountable challenges, make that into a learning experience and impart that knowledge to their peers.

** Name of the client cannot be revealed as per the NDA (Non-disclosure Agreement). References and testimonials are available.*