

Building a Scalable Global Customer Support Operation for a Leading eSIM Provider

Enabling **24/7 customer
experience excellence**
through scalable
support operations.





Client Overview

A rapidly growing South Korean company specializing in eSIM technology and portable WiFi devices was under increasing operational pressure as its international customer base expanded. Serving travelers, remote professionals, and digital users across multiple countries and time zones meant delivering fast, accurate, and professional support around the clock.

As inquiry volumes grew across regions, maintaining consistent service quality while keeping operational costs under control became an increasingly difficult balance to strike.

Building a large in-house support operation capable of true 24/7 coverage would have required significant investment in hiring, training, management, and infrastructure — resources the company didn't want to divert from product development, marketing, and business expansion.

Instead, the organization turned to FBSPL — an experienced operational partner capable of delivering scalable, always-on customer support across every stage of the customer journey.



Travel Connectivity & Technology

Industry



Seoul, South Korea

Headquarters



50+

Employees



eSIM & Portable WiFi Solutions

Core Services





Executive Summary

FB SPL partnered with the eSIM provider to deliver scalable, always-on customer support across multiple countries and time zones — strengthening service consistency, elevating customer experience, and enabling sustainable global growth.

What began as a straightforward support engagement gradually evolved into a strategic operational partnership, focused on service consistency, customer experience, and a scalable operating model built for international expansion.



The engagement enabled the organization to deliver 24/7 support coverage, control operating costs without compromising quality, and redirect internal resources toward product development, marketing, and business expansion.

Services Outsourced to FB SPL

FB SPL supports the client across the entire customer journey — before, during, and after every sale:



Pre-sales
customer support



During-sales
assistance



After-sales
customer support



eSIM activation
support



Technical
troubleshooting



Customer query
management



Why the Client Chose FBSPL

Selecting a partner built on availability, cost-efficiency, and service quality



The client evaluated multiple operational considerations before selecting FBSPL as its customer support partner. Several factors consistently influenced the decision:



24/7 operational support



Cost-effective delivery model



Consistent service quality



Direct communication with operational teams



Dedicated supervisory support



Flexible & scalable engagement approach



Together, these differentiators gave the client confidence that service quality would never be traded off against cost — and that support could scale as quickly as the business itself.



The Client's Growth Vision

A broader business vision — not a short-term staffing requirement

The decision to outsource customer support was driven by a broader business vision rather than a short-term staffing requirement. The organization wanted to:

- **Reduce internal operational complexity**
- **Build a reliable 24/7 customer support capability**
- **Control support costs without compromising quality**
- **Redirect resources toward sales, marketing, and brand growth**
- **Deliver consistent support to a global customer base**
- **Create a scalable operating model capable of supporting international expansion**



“Our vision is to offer 24/7 reliable service to our customers worldwide, and FBSPL helps make that possible.”

- The Client

The engagement was designed to turn that vision into a dependable, always-on support operation — one that could grow with the business instead of holding it back.





What Was Limiting Their Customer Support Scalability?

Before FBSPL, five things were consistently limiting the client's ability to scale support:

1. Time zone coverage

Managing queries across multiple regions around the clock was difficult with internal resources alone.

2. Cost versus quality

Maintaining consistent, professional support while keeping a lid on operating costs was a constant balancing act.

3. Volume spikes

Support demand didn't move in a straight line — travel seasons and promotions could spike ticket volume without warning.

4. In-house training overhead

Standing up and training a full-time team capable of global coverage was expensive and slow.

5. Speed without losing accuracy

Customers wanted fast answers — but fast answers that were wrong or generic did more harm than good.





Building the Support Framework

Two trained teams, one always-on operation

FBSPL started the engagement by training two separate teams on the client's product, tools, and support standards. That groundwork mattered — the client began seeing real operational results early, and has stayed satisfied with the team's work and proactive approach since.

The framework itself rests on a few core pieces:

- **A round-the-clock team running shift-based schedules, with handover protocols so nothing gets lost between shifts**
- **Standardized training modules and ongoing QA checks to keep quality consistent across every shift**
- **Flexible staffing and backup resourcing to absorb sudden spikes in ticket volume**
- **Ticketing best practices, templates, and checklists — paired with human judgment for anything that doesn't fit a script**



“Our customers are getting fast and accurate responses, much better than we expected.”

- The Client





Combining Automation with Human Expertise

Automation took over routine work — ticket categorization, notifications, and SLA tracking — freeing agents to focus on cases that needed real judgment: eSIM activation failures, carrier-specific issues, payment concerns, and connectivity problems that didn't fit a standard script.

Human agents made the difference on:

- **Personalized troubleshooting**
- **Technical investigation**
- **Exception and escalation handling**
- **Empathetic support during disruptions**



For a traveler mid-trip with a connectivity issue, a correct answer wasn't always enough — they needed reassurance too. Pairing automation with experienced agents let FB SPL deliver both efficiency and the personal touch the brand needed.





Responding to Operational Challenges with Agility

As with any global customer support operation, unforeseen situations occasionally affected response timelines. One recurring challenge involved support requests requiring confirmation from third-party carriers. Since carrier portals remained outside the team's direct control, certain technical validations occasionally extended ticket resolution timelines.

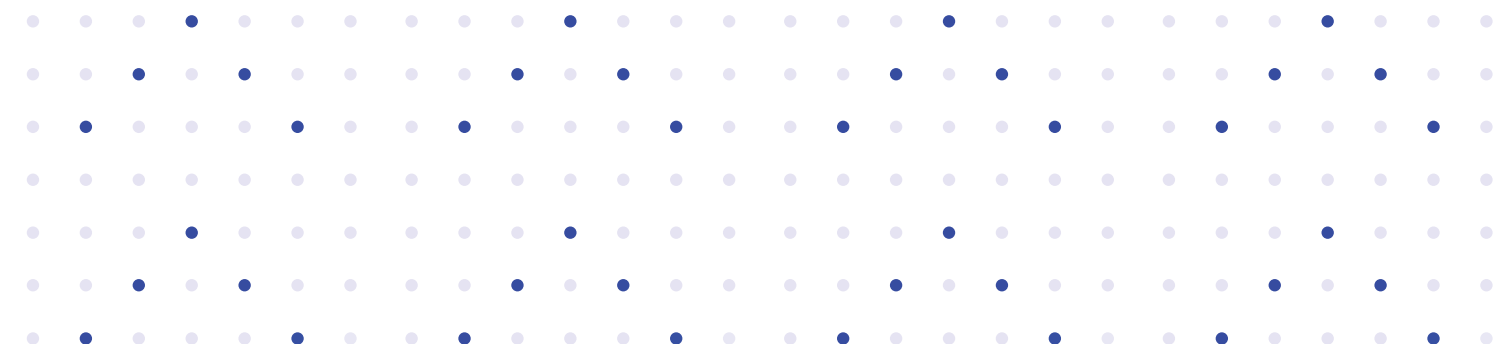
Rather than allowing these situations to disrupt customer experience, FBSPL introduced a proactive communication model. The team implemented:

- **Comprehensive standard operating procedures**
- **Regular customer updates throughout ticket lifecycles**
- **Structured follow-up schedules**
- **Internal review sessions**
- **Clear expectation management**



Monthly feedback meetings created additional opportunities to review operational performance, discuss recurring issues, and identify improvement opportunities. This collaborative approach significantly improved SLA adherence while strengthening trust between both organizations.

The client particularly appreciated the team's proactive communication and transparent handling of customer expectations — recognizing that operational excellence extended beyond solving problems to keeping stakeholders informed throughout the resolution process.





Investing in Continuous Learning

Keeping pace with evolving products, technologies, and customer expectations

As the client's products, technologies, and customer expectations continued evolving, ongoing learning became central to maintaining service quality. Rather than relying solely on initial onboarding, FBSPL established a continuous training framework designed to strengthen technical expertise, customer handling capabilities, and operational consistency.

Training initiatives included:

- **Regular internal learning sessions**
- **Product knowledge updates**
- **Case-based learning**
- **Technical troubleshooting workshops**
- **Soft skills development**
- **Knowledge-sharing discussions**
- **Advanced escalation handling**



Learning from previous customer interactions became an important part of the team's development strategy. Support specialists regularly reviewed complex cases, discussed successful resolution approaches, and shared practical experiences that helped improve future decision-making.

As new products, payment systems, and technical features were introduced, the team received timely updates — ensuring customers always received accurate and current information, and enabling the support operation to evolve alongside the client's business.





Measurable Operational Outcomes

Following the initial onboarding and knowledge transfer period, the client began experiencing noticeable operational improvements within a few months of the engagement. Although the engagement focused primarily on operational excellence rather than predefined performance targets, the business impact became increasingly evident over time.

→ Scalable 24/7 support operation established

A round-the-clock customer support operation capable of serving customers across multiple time zones.

→ Full-funnel support coverage

Support expanded from traditional customer service into pre-sales, during-sales, and after-sales operations.

→ Improved service consistency

Standardized workflows, structured training, and quality assurance keep every interaction on-brand and accurate.

→ Strengthened collaboration

Transparent communication, dedicated governance, and regular operational reviews deepened the partnership.

→ Proactive process improvements

Continuous refinements simplified customer interactions and enhanced internal efficiency.

→ Leadership refocused on growth

Internal leadership redirected greater attention toward product innovation, sales, marketing, and international business growth.





Client Feedback and Partnership Trust

Perhaps the most significant outcome was the trust that developed throughout the partnership. As operational responsibilities expanded, the client increasingly relied on FB SPL not only for customer support execution, but also for identifying improvement opportunities and contributing to better customer experiences.



“The FB SPL team is proactive, professional, and always takes ownership of customer issues.”

- **Client Leadership**



“Our customers are getting fast and accurate responses, much better than we expected.”

- **Client Leadership**



As collaboration strengthened and operational processes matured, FB SPL became a trusted extension of the client's customer experience organization.



Building a Long-Term Customer Experience Partnership

Through structured governance, dedicated teams, standardized workflows, continuous learning, and the thoughtful pairing of automation with human expertise, the client strengthened its ability to deliver reliable support while sustaining international growth.

As competition intensifies, exceptional customer experience has become a genuine differentiator — and FB SPL's scalable framework helped the client build operational resilience and a foundation for long-term success.

Want to know how we did it?

Talk to our team about scaling your customer support — support@fbspl.com

About FB SPL

Since 2006, FB SPL has helped businesses strengthen operations through domain expertise, process excellence, technology adoption, and AI-enabled execution. Trusted by 550+ clients across 6 countries, we go beyond delivery to help organizations improve accuracy, reduce operational costs, enhance visibility, and build scalable workflows for what comes next.



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