

Skilled Project Manager Improves Customer Experience with Installations

Project Management Solution - Case Study

Company/ Industry:	Video Entertainment and Internet Company
Project:	Improve Customer Experience with Installations
Duration:	2017-2018
Project Manager:	Dipolelo Kameta

The Business Challenge

The client's installation process was not standardised across many of the African countries. Often this process differed between branches, agents and dealers within these countries. This added unnecessary complexity and increased cost to the client.

The client was also faced with numerous installation related issues negatively impacting the customer journey from purchase to consumption of their service.

The Goal

"An easy, fast reliable and engaging installation"

The overall goal of this project was to improve the customer experience at the "Join" Phase. The client had identified improving the processes for installations as key. They required a well versed Project Manager to coordinate this effort.

The Solution

A Digiterra Project Manager was deployed to manage the project from initiation to implementation.

He effectively managed over 90 stakeholders in more than 13 countries within Africa and South Africa.

Our Approach

Our Project Manager executed daily project activities on behalf of the client. He ensured the project produced the required outputs, to the required standard of quality and within timeframes and cost. He ensured the objectives identified in the Business Case were achieved. He took responsibility for the overall progress, use of resources and initiated corrective action where necessary.



The Value

After the project had been fully implemented, the client experienced:

- A reduction of costs in customer support
- An increase in client retention
- The ability to attract new customer
- The ability to upsell to their existing product base as a result of the improved customer experience.

Our Digiterra Project Manager brought with him a wealth of experience and expertise. The project was successfully completed and handed over to the Programme Manager for business as usual.