



TELECOM INFRA PROJECT



# Connecting the World

## **BUILDING AN EXPERIENCE**

Fueled by a vision to expand connectivity to all parts of the world, the Telecom Infra Project was developed as a global organization open to all organizations operating in the telecommunications sector. The mission was to engage collaboratively with these powers of industry to innovate on solutions that will drive the next evolution of how humans engage with digital applications.

Launch was brought in to examine the end-to-end membership experience and drive change based on the findings, as well as develop a custom membership management platform.



TIP Case Study

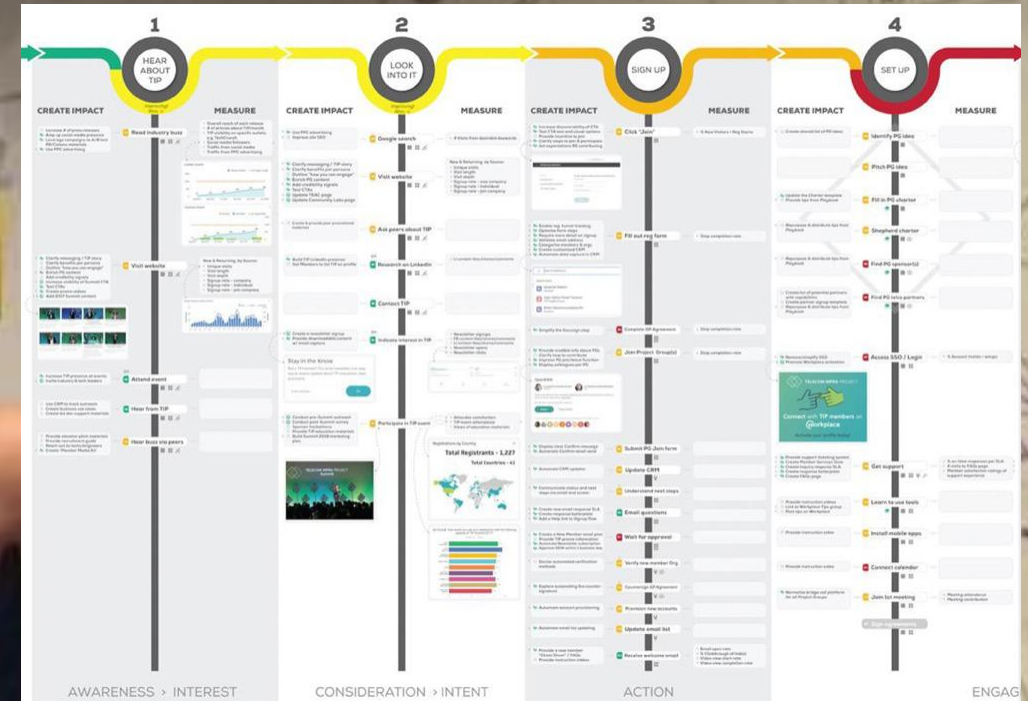
Proprietary and Confidential Launch Consulting 2021

# Navigators At Work

## JOURNEY MAPPING

The Launch team began by reaching out to group leads and select group members to uncover some of the pain and obstacles to engaging with the team. Launch also wanted to learn the circumstances facing the members and motives behind their actions.

Executing within a customer experience focused framework, Launch created an End-2-End Member journey map to identify gaps in the existing process, understand sentiment value at each stage of the journey, and then strategize solutions for improving the value and efficiency of that journey. All through the lens of the needs of the membership community.

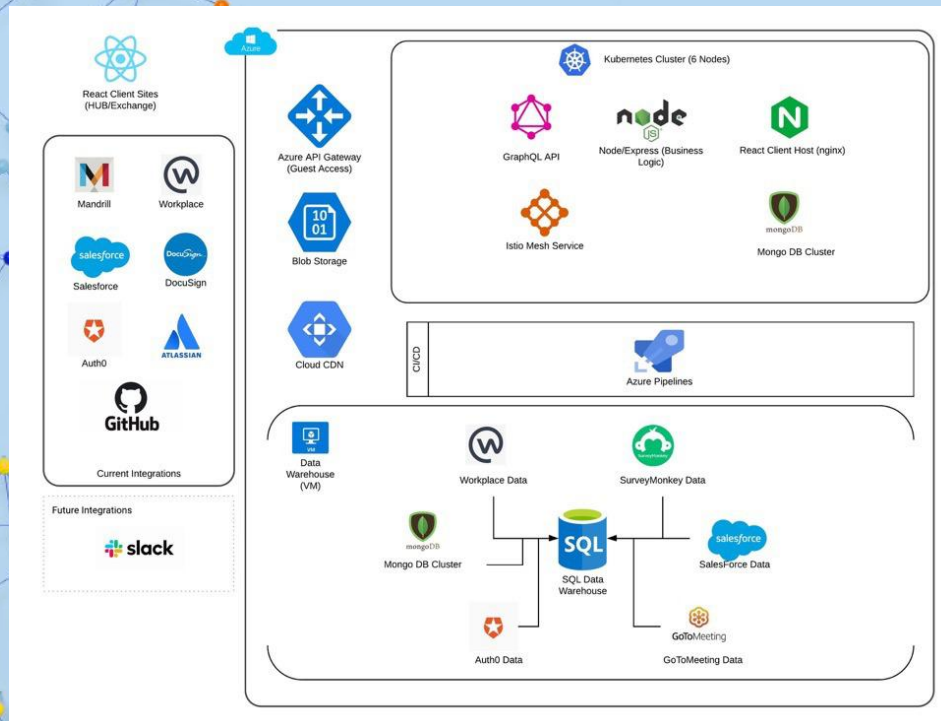


# The Solution-engineering

Launch's DevOps team built a fully customized membership management platform in Azure cloud that manages over 5000-members Worldwide.

The platform integrates with best of class SAAS solutions like Salesforce, Workplace, GitHub, and Atlassian.

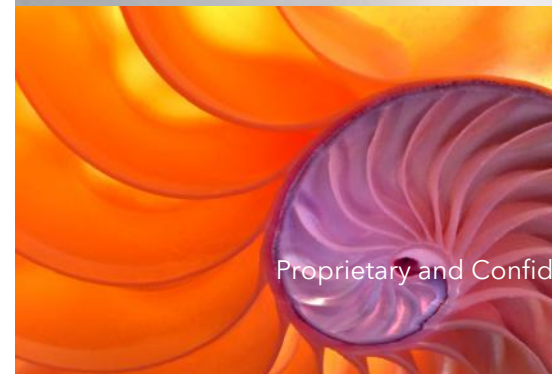
Launch continues to "keep the lights on" as well as improve the platform for various legal and regulation requirements.





# The Results

- Developed an online membership signup flow with custom-built, automated provisioning in member tools and database(s) which reduced the number of partial/incomplete applications
- Established a baseline of member sentiment leveraging surveys and qualitative feedback sessions to understand how members perceive their current experience and interactions with TIP and leveraged insights to improve the TIP member experience.





Click frame to watch the video

