

WiOffer

Introduction

This case study of WiOffer is based on an August 2020 survey of Syniverse customers by TechValidate, a 3rd-party research service.

“Syniverse has been highly attentive to our needs and works in alignment with our long term goals. Our sales rep is outstanding and knowledgeable and tech support is great as well ”

“I chose Syniverse because of its overall expertise. Other vendors were too cursory in their offerings.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Syniverse:

- The vendors they evaluated or replaced prior to selecting Syniverse:
 - Twilio
- The challenges they were experiencing with their previous vendor(s), prompting them to purchase Syniverse:
 - I researched Syniverse before making the decision

Use Case

The key features and functionalities of Syniverse that the surveyed company uses:

- The features of Syniverse they value the most when compared against competitive solutions:
 - Performance, scalability, and flexibility of implementation
 - Integration with organizational tools currently being used

Results

The surveyed company achieved the following results with Syniverse:

- The benefits they have experienced as a result of working with Syniverse:
 - Reduced costs
 - Proactive versus reactive management [support, consulting, troubleshooting, etc.]
 - Improved customer experience
 - Understanding of our business and long term industry goals
- They agree with the following statements about Syniverse:
 - “I would recommend Syniverse because of its superior integration capabilities.”
 - “Syniverse’s support exceeded my expectations compared to similar vendors I have worked with in the past.”
 - “Syniverse’s reach is more widespread than competitors.”
- The most valuable aspects/features of Syniverse in their decision to choose them over other vendors they evaluated:
 - Relationship & communication with the Sales Rep
 - Expansive technology features and capabilities
 - Integration and compatibility with current technology and tools
- They saw a return on their investment in Syniverse in 12+ months compared to other vendors they worked with in the past.
- Rates Syniverse on the following capabilities compared to other vendors/competitors they have evaluated or used:
 - Breadth of capabilities & integrations: best in class
 - Value returned for the price: best in class
 - Dedicated & responsive customer support: best in class
 - Technology innovation in the marketplace: best in class
 - Overall performance & quality: best in class

Company Profile

Company:
WiOffer

Company Size:
Small Business

Industry:
Marketing & Advertising

About Syniverse

Syniverse makes mobile work by connecting their customer to over 1,500 mobile operators and enterprises in nearly 200 countries. For over 25 years, Syniverse has partnered with customers to serve as their mobile guide, enabling them to forecast future technology and trends, and empowering them to unlock value across today’s vast mobile ecosystem.

Learn More:

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