

Case Study

Delivering Consistent, Empathetic Customer Support at Scale When It Mattered Most

How Broadcom Restored Customer and Partner Trust During a Period of Major Change

The Challenge

Acquisitions at Broadcom's scale are operationally complex, but their most immediate impact is often felt by customers. Following the integrations of CA Technologies and Symantec, Broadcom's customers found themselves navigating uncertainty: new contacts, new processes, and questions about whether the support they relied on would still be there.

The experience gaps were measurable and growing:

- Customers lacked a clear, direct line of communication with Broadcom.
- Inconsistent service quality across channels.
- High escalation rates created bottlenecks for senior support staff, increased average handle time.
- Onboarding of newly acquired customers was uneven, creating early churn risk.
- Internal teams, stretched across acquisition integration work, could not maintain the level of proactive engagement that enterprise customers expected

This was not just a service quality problem, but a retention and revenue risk. In enterprise software, customers who feel unsupported during a transition don't just complain. They churn. And the cost of replacing a churned enterprise customer is significant.

What Broadcom Needed

Broadcom needed a partner that could operate as a true extension of the Broadcom brand, not as an outsourced vendor. At a time when customer confidence was being tested, maintaining a consistent experience across every interaction was critical to protecting relationships, preserving trust, and reducing churn risk.

Key Results

**\$171M+**

sales pipeline generated

**6,025+**

qualified meetings with decision-makers

**55%**

close rate on pipeline opportunities

**\$87M+**

closed/won revenue

**12x**

ROI in year one

Our extended Televerde team consistently goes above and beyond, unafraid to venture outside their scope, to solve challenges for Broadcom partners and customers. Their support enables us to focus internal resources on our core business, with assurance that our partners and customers are being well taken care of.

Laura McGregor Falko
Head of Global Partner Marketing and
Partner Program Office, Broadcom

The requirements were clear:

- Consistent, high-quality support across the full customer lifecycle – from onboarding through renewal – with no gaps in coverage.
- Empathetic, brand-aligned agents capable of handling complex enterprise inquiries with the knowledge and tone Broadcom's customers expected.
- Proactive outreach to identify at-risk customers, surface satisfaction issues early, and prevent churn before it happened.
- Scalable capacity to absorb volume increases tied to new product launches, feature releases, and rising ticket backlogs without degrading service quality.
- International support coverage to serve Broadcom's global customer base with the same standard of care.

The Solution

Televerde designed a customer engagement model built around one principle: every interaction with a Broadcom customer should reinforce trust, not erode it. Before handling a single customer contact, Televerde agents were trained deeply on Broadcom's products, processes, and brand voice. The program was structured around the following four pillars:

Consistent, Empathy-Driven Customer Support

Televerde provided omnichannel inbound support – voice, chat, and email – designed to reduce customer effort at every touchpoint. Agents were coached on tone, escalation handling, and product knowledge, with QA processes ensuring consistency across every interaction.

Proactive Lifecycle Engagement and Churn Prevention

Televerde implemented trigger-based outreach at critical moments in the customer journey: onboarding, renewal windows, and post-issue follow-up. Structured workflows surfaced early risk signals and drove utilization through proactive engagement rather than reactive response.

Consistent Experience Across Every Inbound Touchpoint

Televerde treated every inbound touchpoint as a brand experience, not a transactional handoff. Qualifying a lead and resolving a support inquiry require the same core capability – making a customer feel heard, valued, and confident – and agents were trained to deliver both.

Global Partner and Customer Support Coverage

Broadcom's ecosystem is global. Televerde extended consistent support standards across geographies through a dedicated Partner Help Desk, ensuring every partner and customer received the same quality of service, SLA adherence, and brand experience regardless of region.

Why Televerde

Delivering empathetic, brand-aligned customer experience at enterprise scale requires more than a capable vendor. It requires a partner whose people, values, and operating model are genuinely aligned with what great customer care looks like.

Televerde brings several things to that challenge that are difficult to replicate:

- **Lower attrition, deeper institutional knowledge:** High agent turnover is one of the leading causes of inconsistent CX. Televerde's workforce model produces significantly lower attrition than the industry average, so customers interact with tenured agents.
- **Omnichannel CX capability with rigorous quality standards:** Voice, chat, and email support delivered against shared SLAs, QA frameworks, and brand guidelines, so the customer experience is the same regardless of channel or geography
- **Proven at enterprise scale:** 30 years of experience supporting complex enterprise environments, with the operational maturity to absorb volume without degrading service quality.
- **A partner that acts like an owner:** Televerde agents held to the same standards as internal teams, creating continuity instead of handoffs

Results

The partnership continues to deliver strong, measurable business outcomes. By combining strategic outreach, qualified buyer engagement, and consistent pipeline support, Televerde has helped generate more than **\$171M in sales pipeline** to date and facilitate more than **6,000 qualified meetings** with decision-makers. Those efforts have translated into more than **\$87M in closed-won revenue** to date, a **55% close rate** on pipeline opportunities, and a **12x ROI in the first year**.

These results reflect more than a successful campaign. They demonstrate the impact of a sustained partnership focused on building pipeline, accelerating revenue, and creating long-term growth.

