How telco startup FibreMax streamlined their sales process in a highly competitive industry with Emersion

> "If you want to play in this market and you want to scale the business, you need to have the right platform as it is almost impossible to do this on a manual basis."
> — *Neels Fourie, Director, FibreMax*

FibreMax® (Maxotech Pty Ltd) was founded in 2019 and delivers NBN services, enterprise internet, FibreMAX®fone, and mobile voice services. They chose Emersion as their business automation partner as not only could we meet their current and future needs for telco billing, provisioning and order management, but we also had a number of pre-built integrations that they could use to start selling telco services efficiently from day one.

Industry: Telecom
Location: Australia

Benefits of using Emersion

- Easily sell voice and data services from multiple vendors
- Streamline online sales process
- Reduce labour costs
- Create one simple and easy-to-understand bill for every service sold
- Scale and compete with larger telcos
- Feel Confident in knowing that our system can adapt to meet future needs

Emersion services used

- Customer self-service (User Portal)
- Telecommunications Consumer Protection (TCP) events
- Emersion payment system
- SMS events
- Retail ticketing
- Payment plan
- Commissions and agents module
- Xero integration module
- Sign-up module
- Terms and conditions

FibreMax is an Australian telco success story. Founded in 2019, the company has used Emersion from day one as a way to offer a range of telecommunications services to their growing customer base (B2B & B2C).

Neels Fourie, founder and director of FibreMax, knew from prior experience that the telecommunications industry is incredibly competitive. To compete, you need to be able to automate as many billing, provisioning and service management processes as possible. He evaluated many offerings in the market but settled on Emersion due to our automated provisioning for NBN services, ability to meet future needs and our 'pay-as-you-grow' pricing model.

> "With Emersion there is a specific offering for startups and that made it possible for us to employ a proper billing system. It was easy for us to integrate and allows us to scale the business."
> — *Neels Fourie, Director, FibreMax*

The company initially only offered NBN services, and used Emersion to create a 'zero-touch' online sales process for new customer. Customers can sign up for a new service online and the entire provisioning process can be automated. This integrates to their online customer portal, which customers can use on an ongoing basis to view and manage their account details.

Neels quickly found that there was an opportunity to become a one-stop shop for his customers' entire communications needs. Emersion's existing telco carrier integrations meant that the company was able to quickly pivot into offering voice services in addition to NBN plans. The best bit? Every service that Fibremax sells, no matter which upstream carrier it is coming from, can be aggregated onto a single, easy-to-understand invoice.

> "You need a platform that will allow your customers to subscribe to the platform, go through the process where the service will be provisioned and their billing is already taken care of. Emersion is definitely a platform that can do this for you."
> — *Neels Fourie, Director, FibreMax*