



Scaling global CX for a high growth eSIM provider with TP.ai FAB

AI-driven multilingual enablement and digital quality intelligence transformed customer experience across continents. From pilot - production - success in 7 months!



Client Profile

Our client is a fast-scaling global eSIM provider with a substantial and rapidly growing international user base. They serve the full spectrum of traveler and enterprise connectivity needs across multiple continents. TP is partnering with them for comprehensive service delivery, including eSIM installation, troubleshooting, account access, billing, refunds, and plan validity management.



Business Challenges

To match the pace of its global expansion, the client needed a CX partner equipped to tackle three critical priorities:

Multilingual accuracy at scale

Sustaining high translation accuracy across multiple languages while maintaining contextual integrity

Rapidly growing digital contact volumes

Surging inbound contacts across chat, email, and social channels outpaced team's capacity to deliver service quality

Limited QA visibility and efficiency

Manual, sample-based QA was time-intensive, costly, and left critical performance and sentiment data invisible



Solutions implemented

A modular AI Portfolio built to simplify complexity and deliver measurable business results.

To address these challenges holistically, a USD 1.2 million, 3-year AI enablement investment was secured and deployed across three integrated technology solutions:

DEPLOYED

TP.ai FAB Assist: Intelligent assistance solution

An AI capability that enables advisors to communicate seamlessly across languages with preserved tone and contextual integrity – all in real-time. This became the operational cornerstone for the client's global support delivery, ensuring consistent, accurate interactions regardless of the customer's language or geography.

UNDER DEPLOYMENT

TP.ai FAB Operate Insights: Always-On Quality Intelligence

Designed to ingest 100% of digital customer interactions – chat + email + eligible social, and transform them into actionable quality, performance, and experience insights. This replaces slow, sample-based QA with continuous intelligence, enabling faster compliance decisions, measurable CX improvements, and deep visibility into friction points and customer sentiment.



Real Results

Within seven months of partnership, the AI-first strategy produced a significant and measurable transformation in both efficiency and customer experience quality.

CSAT IMPROVEMENT

+9.7 pts

(83.6% in Aug'25 → 93.3% in Mar'26)

AVERAGE HANDLE TIME REDUCTION

↓33%

(21.97 min in Aug'25 → 14.31 min in Mar'26)

TRANSLATION ACCURACY

90%

(Validated by native testers)