



GENERAL OFFSHORING STRATEGIES FOR ULTRA MOBILE

Ultra Mobile offers low-cost alternatives to major cell phone networks – a model that has caused them to grow tremendously since its inception. As its business expands, the cost of facilitating new growth in the company becomes a major concern. Everything from customer service reps to technicians can add to its operating costs, which can affect its bottom line. Outsourcing these divisions offshore seems to be the answer to this problem, and Sidago was up to the task.



Challenge

As Sidago worked with the company, they found some obvious challenges. They needed to find the most economical solution to the problem, and they needed to do it without sacrificing the quality of the service. This was the most difficult challenge of the project, as their low-cost plans could translate into slim profit margins. In short, they needed to find a balance between cost and value – a task that they knew would not be easy.



Solution

To address this issue, Sidago carefully analyzed each market, and they looked at every possible contingency – especially in areas related to cost and reliability. They compiled a list of the most likely candidates, as it was important to find the best solution for all the areas that Ultra Mobile needed to be covered.

Sidago focused heavily on emerging markets, as they will offer the least costly solutions to each area of the problem. Some of the countries that they considered were:

- India
- Indonesia
- Bangladesh
- Philippines

All of these markets have their strengths and weaknesses, so they needed to analyze each one carefully. Once they had decided on the areas in which they wanted to operate, they interviewed hundreds of candidates. And they evaluated each one based on their education, experience, and other qualifying criteria.

Once the candidates had been selected, they trained them in the company's operations, and they got them out on the floor.



Results

With the help of Sidago's new offshore strategy, Ultra Mobile managed to double their business – all while keeping a positive cash flow. If this new trend of growth continues, they could very well become one of the major players in the industry.