

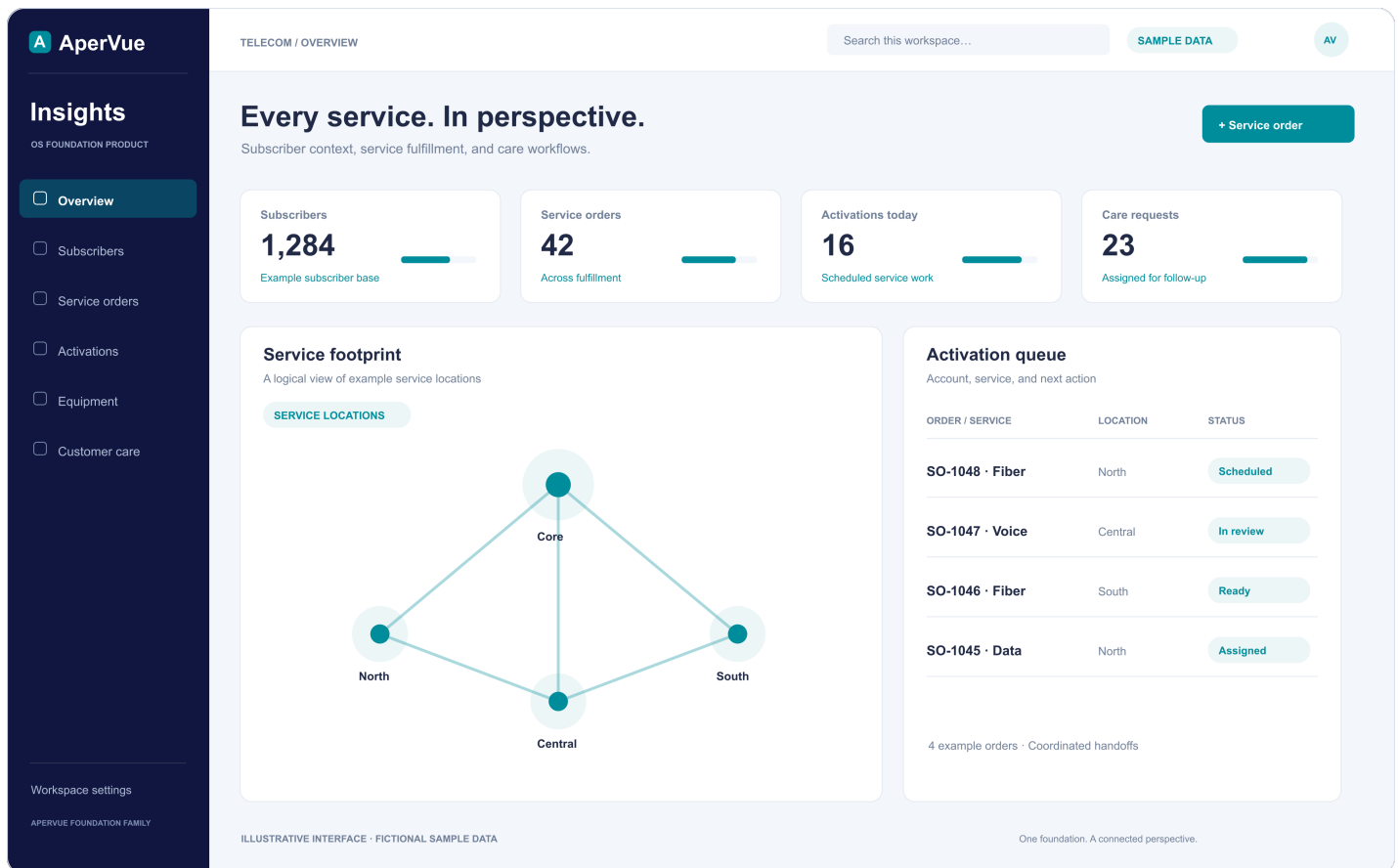
CASE STUDY / BROADLINK + INSIGHTS OS

Connected services. Connected operations.

How Broadlink uses Insights OS as a foundation for more connected telecom business operations.

BUSINESS CONNECTIVITY & COMMUNICATIONS

A clearer view of the subscriber, the service, and the work ahead.



Insights OS illustrative interface · Fictional sample data; not Broadlink records.

THE BUSINESS CONTEXT

Keep the customer connected to every next step.

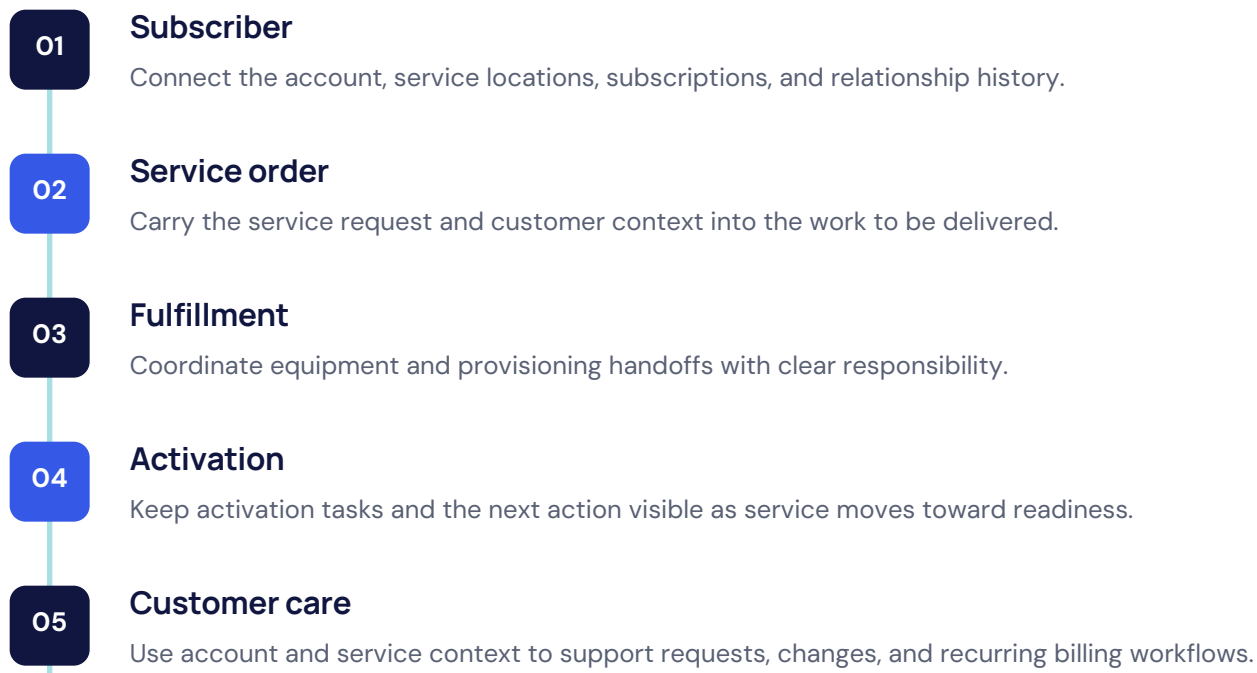
Broadlink provides business connectivity and communications services, including internet, voice, and managed networking. Its use of Insights OS brings a telecom-focused foundation to the work behind those services.

THE OPERATIONAL CHALLENGE

A service relationship spans more than a sale. Customer details, locations, equipment, fulfillment tasks, and ongoing care must stay connected as work moves between teams. The challenge is to preserve that context and make the next responsibility clear.

THE INSIGHTS OS OPERATING MODEL

One service journey. Five connected stages.



Representative workflow based on the documented Insights OS model. Specific screens, integrations, and responsibilities are shaped around each deployment.

HOW THE CONNECTIONS HELP

A clearer picture. A more coordinated operation.

For Broadlink, the value of a telecom operating foundation is continuity: connecting the commercial, service-delivery, and customer-care perspectives around the same relationship.

01 Context for the next team

Connected account and service information helps the next person understand the request without rebuilding the customer story.

02 Clearer handoffs

Defined fulfillment and activation steps help teams see who owns the next action and where follow-up is needed.

03 Better-informed customer care

Service and relationship context gives care teams a useful starting point for requests, changes, and ongoing support.

04 A foundation for refinement

A connected workflow provides a structure for reviewing responsibilities and improving how future work moves through the business.

This qualitative case study describes the operating approach and its intended benefits; no measured performance results or customer quotations are presented.

Let's plan your next step.

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