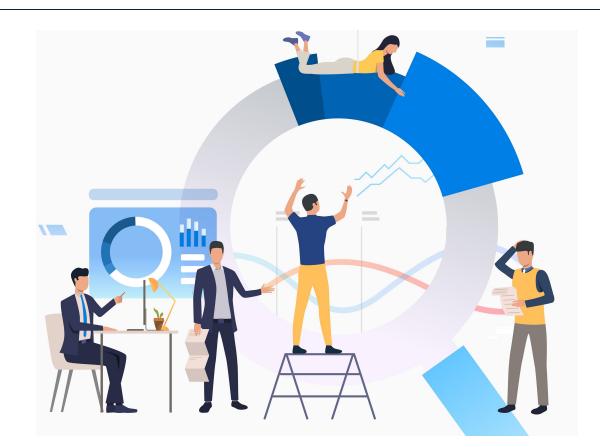


## CASE STUDY - US Telecom Partner

# Stagnancy - A Bitter Truth or Possible Perception?



## Overview

One of Client's top revenue generating department was facing the challenge of Stagnancy in regards to Consumer Base, hence to a large extent – their Revenue.

### **US Telecom Giant**

Industry: Telecommunications Location: USA Size: 7+ Billion Revenue, 18000 Employees

#### **Company Bio**

The Client is one of the Largest Telecom companies in the US with presence in over 30 States. They provide various services ranging from Computer Tech Support, Digital Television & Broadband amongst others with over 3 Million subscribers of Broadband itself.

# Background

(How Tru Performance got the Opportunity)

Piggybacking on our success in a similar scenario for a mid-size Manufacturing company with E-Commerce capabilities, one of our Sales and Marketing Partner in the US, closed a Proof-of-Concept deal with the Client.

They engaged Tru Performance as a Consulting Partner with a *Single-Line Problem Statement* (refer above) and an undefined scope initially. The scope was later converted to Market Research & Intelligence.

#### Client's Plan

Over various Board and Management meetings, a long-term plan was drawn out, to expand services into new States and ZIP codes.

#### Challenges with the Expansion Plan

- · High Capital Expenditure involved in laying down fresh fiber network coupled with investments to build the Sales and other relevant teams and infrastructure.
- Long wait for Return on Investment

#### Impact Graph

Expenditure Required

Revenue Expected

**Profit Margins** 

Time Required for Rol

## Tru Performance's Plan

For the sake of this Case Study, we would restrict the details to the shortlisted option, which was, in no other terms -

Challenging the Problem Statement itself.

# The Approach

stagnancy within the existing ZIP codes was a reality.

A thorough hygiene check was planned to substantiate if

Discovery of MDUs (Multiple Dwelling Units) and HOAs (Home Owners Associations) within the ZIP codes that had Client presence.

Tru Performance team did a Sample Study by doing Contact

online tools, the team made outbound voice calls to figure out Client's existing market penetration. Witnessing the results of the Proof of Concept, Client gave Tru

Post researching relevant contacts via various databases and

Market Research and Survey within those existing ZIP codes. "Team relied on prior experience of Challenging the Status Quo in a

Performance a go-ahead for a 40-member team for an extensive

similar situation, followed by structured brainstorming sessions, to arrive at a well defined approach in terms of Survey Audience and Questions." - Rameshwar Sahu

Chief Executive Officer

# **The Outcomes**

the competition's pie, including unhappy customers.

1. Client has the opportunity and potential to get a share of

# Challenges:

Analysis of the Voice of Customer data suggested that it would require Aggressive Marketing Campaigns, Reduced Pricing and our Client offering Higher Broadband Speeds.

# Impact Graph

Expenditure Required

Revenue Expected

**Profit Margins** Time Required for Rol

2. Categories with lesser number of units haven't been effectively or otherwise tapped at all, specifically, 5-25 and 26-50 Units categories.

# **The Solution**

Categories with lesser number of units haven't been effectively or otherwise tapped at all, specifically, 5-25 and 26-50 Units categories.

- 1. As the research was limited to ZIP codes where Client's services are already existing, meant fiber network is already laid out. 2. In 37% of cases surveyed, just the last-mile connectivity needs to be laid out, thus, CapEx required is minimal-to-negligible.
- 3. Based on their experience and sales team's success within those ZIP codes, Client is confident of penetrating at least 24%-29% of the
- available Market, which will contribute to a 5%-6% increase in Top Line 400 M annually.

# Impact Graph

Expenditure Required

Revenue Expected **Profit Margins** 

Time Required for Rol

**Expected Increase** 

12%-14%

**Consumer Base** 

400 M

Revenue

Additional Benefits

broadband speed available or required, etc, thus making it way easier for their Sales team to close deals.

• It can go hand-in-hand with the Long-term Expansion plan into other States and ZIP codes – even helping the Client fuel the CapEx required for the same through this intervention.

· The Client now has ready and available data on Number of Units, Contact Name & Number, Dissatisfied Customers of competition,

Owing to the phenomenal success, Project has been replicated in other existing States and ZIP codes.

"Opportunity is often difficult to recognize; we usually expect it to beckon us with beepers and billboards." - William Arthur Ward













blend of Human & Technology.