

Take-to-market strategies for a global telecom infrastructure vendor

1. Situation & Challenges

The client offered free value added services to Asia-Pacific telecom operators (its customers) on a regular basis without receiving tangible benefits in return. Related to this was the fact that telecom operators did not attach a high value to the free services offered by our client.

2. Our Approach

We segmented the Asia-Pacific market and developed a framework to assist our client in tiering operators. Next, we conducted a detailed analysis of the APAC telecom environment including interviews with telecom operators, vendors and experts, in addition to extensive secondary research. Finally, we created a packaged services model based on market & operator needs.

3. Results

The client agreed to create value propositions and packaged services for a few telecom operators based on our framework. This led to a considerable improvement in customer service.