

Market assessment study and strategy for a Malaysian telco

1. Situation & Challenges

With voice revenues declining fast because of falling international call rates, and ramp-up in data revenues unable to adequately compensate, our client was looking for new ways to boost top line growth.

2. Our Approach

We studied the market for high tech products consumed by corporate customers. Our study encompassed interviews with customers to study their needs and to map the products served to them. We also conducted primary research with product vendors. Lastly, we conducted extensive secondary research and benchmarked best practices of telcos worldwide.

3. Results

Based on our market study and benchmarking exercise, we recommended a roadmap for growth whose building blocks consisted of processes, systems and alliances/partnerships. We also designed a go-to-market plan to maximize share of wallet with the operator's corporate clients, thereby leading to a substantial improvement in the top line.