

Expert facilitated workshops for a Taiwanese telecom operator

1. Situation & Challenges

The client faced a dynamic telecom environment, with the transition from fixed-line voice calls to wireless voice and data bringing in many challenges. The operator was faced with complex product portfolios, margin pressures, deregulation, commoditization, and non-traditional competitors.

2. Our Approach

An extensive analysis of the company and the market suggested that branding services was a key challenge for the operator. Identifying latent customer needs and service differentiation was targeted as a key driver of success. Attendees of the workshop analysed various case studies and concluded that branding of services was highly relevant to telcos.

3. Results

The branding workshop resulted in the client launching services aligned to the brand promise, and undertaking numerous other branding initiatives.