

Strategy to Increase Share of Wallet for a leading Malaysian Telecom Operator

• Situation & Challenges

In the face of declining revenues from voice services, the client was looking for new ways to boost the top line. For this, it needed a strategy to increase share of wallet among its top 500 corporate customers.

• Our Approach

We began by recommending a “proof of concept study” to establish the impact of initiatives aimed at improving client’s Share of Wallet among its top corporate customers on the top line.

Having gained approval on the same, we interviewed a representative sample of customers & vendors to study their needs and mapped the multiple products to the same. Simultaneously, we conducted a benchmarking exercise for a set of Telcos globally and an extensive secondary research to ascertain best practices across the industry.

On the basis of this combination of primary and secondary research, we developed the roadmap for improving processes, systems & alliances and formulated the go-to-market (GTM) plan. In the GTM plan, we outlined the campaigns to be rolled out and aimed at increasing Share of Wallet from target enterprise customers.

• Results

Our recommendations led to the significant maximization of the Share of Wallet of our client with its enterprise customers, resulting in a substantial improvement in the top line.

