

Telecom Benchmark Assessment.

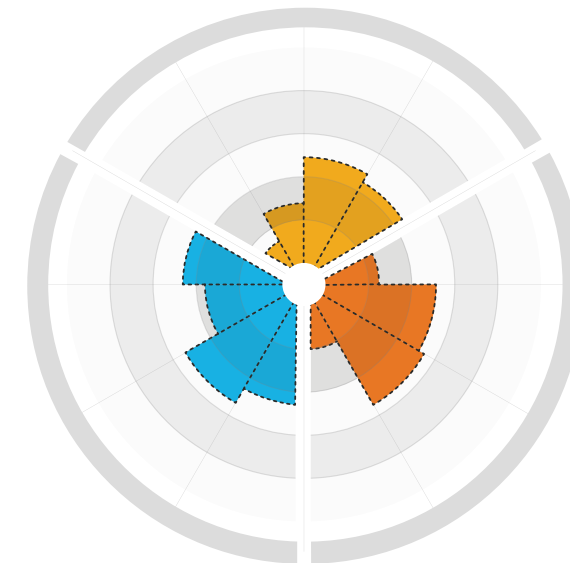
1 GET AN OBJECTIVE, DATA-DRIVEN ASSESSMENT

Receive a 135+-point assessment on your chosen area of focus: consumer sales, retail operations, digital channel, or brand.



2 BENCHMARK YOUR RESULTS

Compare your strengths and weaknesses to your competitors in a visual report.



THEIRS



YOURS

3 RECEIVE ~30 STRATEGIC RECOMMENDATIONS

Get a detailed action plan for the next several years, including quick wins and long-term projects that guarantee results.



Telecom Benchmark Assessment.



CHOOSE YOUR AREA

Each Benchmark Assessment targets a different function within your Go-To-Market strategy. Choose one or multiple assessments for a full picture.

CONSUMER SALES:

Optimize your sales strategy by examining your IT infrastructure, inventory, omnichannel, and channel performance.



RETAIL OPERATIONS:

Identify inconsistencies in your retail performance by exploring your store layouts, people, processes, and customer journeys.



DIGITAL INNOVATION:

Grow your digital presence by uncovering gaps in your web, app and hybrid channels.



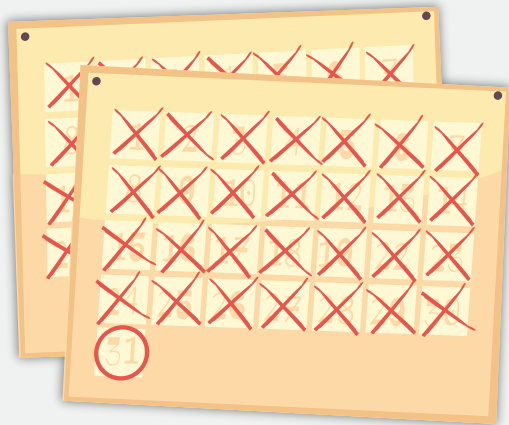
BRAND & MARKETING:

Differentiate your brand by assessing your marketing tactics, consistency, effectiveness and brand story.



GET ACTIONABLE RESULTS IN UNDER 2 MONTHS

In just a few weeks, we'll conduct a 135+-point assessment on your chosen area of focus. Quick wins ensure you'll see results immediately.



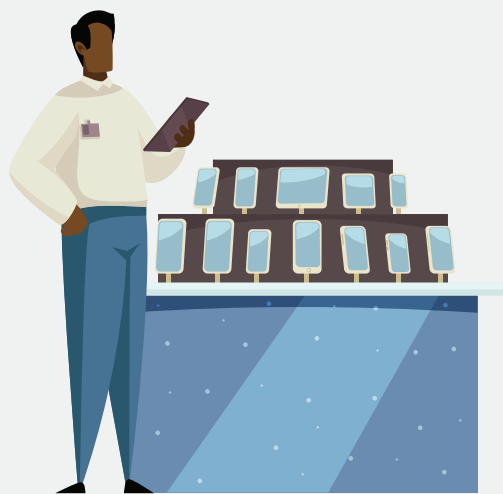
KNOW YOUR KPI IMPACT IN ADVANCE

For each recommendation, we predict how it will impact key metrics, so you can be confident in your investment. We'll work collaboratively to ensure your ROI is delivered.

				ROI
1				SALES +2%
2				STAFF COSTS -10%
3				NSP +2
4				RENT COSTS -10%
5				TRANSACTION SPEED -30%

HOW IT WORKS

We guarantee +25 actionable recommendations within 6-8 weeks that outlines a 1-3 year improvement cycle.



ONSITE ASSESSMENT & ANALYSIS



PRESENT FINDINGS & BENCHMARK RESULTS



IDENTIFY QUICK WINS & LONG-TERM STRATEGIES



PROVIDE ONGOING SUPPORT

OUR CONSULTING TEAM

Our team of industry experts is lead by Will Gibson, an award-winning consultant with over 25 years of experience across 60+ countries. We've helped countless clients drive profitability by optimizing their operations.

CASE STUDY #2



ABOUT:

TSTT is the largest provider of communications solutions in Trinidad and Tobago, operating under the bmobile brand.

PAIN POINTS:

- Poor customer journeys, processes, and merchandising.
- Ineffective control over franchised dealers and incentives.

RESULT:

Provided **31** recommendations to help raise their very low benchmark score (13%).



Spurred subsequent "CHANNEL PARTNERS" project that focused on their franchise program.



Saved **\$1.1M** USD per year in operating expenses.