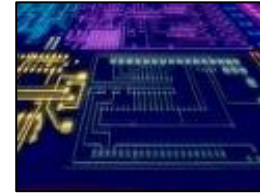


LEADING EUROPEAN TELCO OPERATOR: INNOVATIVE PRODUCT STRATEGY FOR THE SME MARKET



Client

- Leading European telecommunication operator
- Approx. CHF 10 billion sales p.a.

Starting position

- Product centric organization without comprehensive view on small and medium enterprises (SME) as an important customer segment
- Strong pressure for improved customer orientation and accelerated innovation due to increasing deregulation, competition and margin pressure

Approach

- Analysis of market trends, competitive offerings and internal strengths
- Systematic identification of future communication needs of SME based on customer surveys
- Development of a product and market entry strategy for innovative product & service bundles for SME customers

Results

- Product design for differentiating products and service bundles for SME clients
- Market entry strategy to implement and roll-out these innovative products including sales strategy and business plan