

Customer Collaboration - Uncovering & Amplifying Hidden
(Ideas / Insights / Trends / Solutions)

Case Study

Identify Market Strength Opportunities

Challenge & Opportunity

Airtel was facing many challenges to maintain & grow market share. The challenges faced are presented below...

1. Stiff competition
2. Churn (defection) – customers freely changing carriers
3. Market & consumer behavior is very dynamic (very quick rate of change)
4. New technology release cycle very short

Leading to...

- a. Customer defection
- b. Reduction in recurring revenue
- c. Reduction in revenue

Overcome Challenge by Uncovering Market Strength Opportunities

To overcome the challenge, management had already sketched up strategies driven by internal team members based on past history and best practices. However, for the strategy to be very effective the management were interested to involve customers (existing customers, multi-brand switchers and competitive loyalist) to get...

- i. Validation of developed strategies from target customers
- ii. Uncover any new market strengths that could be filled
- iii. Detect any changing customer behavior / market trends that needs to be planned for
- iv. Ideas / insights to redefine cellular service offering to meet customer needs
- v. Ideas / insights to develop and effective communication plan

QualQuant Signals consultants designed a collaborative qualitative / quantitative solution to involve customers to provide ideas / insights that will validate and uncover opportunities.

QualQuant Signals – The Patented Ideation / Insights Process

Airtel needed customer centric ideas / insights that would validate and guide marketing success. The following objectives were laid out.

- Increase market share (increase customer acquisition)
- Reduce churn & increase recurring revenue
- Develop product features, marketing communication to influence competitive users to defect to Airtel

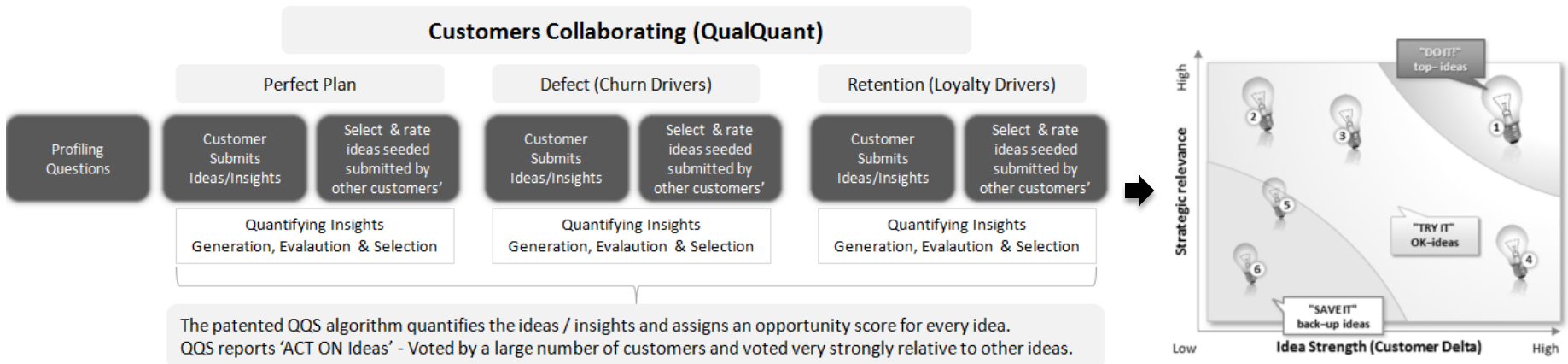
It was necessary to be customer centric and get a 'BUY IN' as they were the most important variable within the success equation. QualQuant Signals custom designed a scientific & psychological research design to help guide Airtel driven by ideas / insights.

A set of three sequentially deployed collaborative questions were designed to generate actionable ideas / insights related to...

- Perfect Plan – What do customer perceive to be the ideal mobile plan?
- Defection (Churn Drivers) – What are the most receptive offers that would encourage customer acquisition?
- Retention (Loyalty Drivers) - What are the tangible and intangible features that drive retention?

The sequencing of questions is important to systematically uncover the hidden signals. This scientific & psychological approach generates high quality ideas / insights driven by uncovering opportunities in a multi-layered manner. The next section presents the top level findings that lead to effective decisions.

Below is a visual representation of the QQS session (patented survey technique)



Market Strength Opportunities – Executive Summary



A representation of customer needs (market strength opportunities) that need to be considered in the development of...

1. Cellular service offerings
2. Strategy development
3. Brand communication development
4. Segment targeting strategies
5. Loyalty building
6. Reducing customer defection

Bottom Line Observations (Top 4)

- a. Trust level is low driven by hidden & surprise charges. Build trust through communication and live up to it.
- b. Customers want a fixed rate and do not like it when their budgets overrun (unplanned expenses). Own this space.
- c. Apply innovation to develop loyalty programs as this could be the driver for recurring revenue.
- d. Develop cellular plan packages that you can profitably include all features for fixed fees.

QualQuant Signals
Science, Psychology & Statistical Model Applied



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WhatNEXT

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