

Help Improve Revenues And Improve Penetration For Satellite Mobile Telephony Services (L)

Media, Telecommunication & Technology

REGION

India

CLIENT SITUATION

- An MNC offering global satellite mobile telephony services in India through a network of over 70 satellites covering the entire world. The Indian arm was planned to be one of their gateways covering India, Bhutan, Sri Lanka, Nepal and Maldives.
- Satellite mobile telephony is a premium telecommunication option with high initial and running cost for the user. The client also would have to bear very high fixed costs for its operations. The client was interested in maximizing its revenues through a better understanding of the market segments and the means to increase penetration

CONSULTING SERVICES

Market assessment, new product conceptualization, new product design & features inputs

OUR APPROACH

- Business Consulting Group constituted a team of consultants who worked closely with the client's team on the assignment which spread over several modules.
- Market sizing and identification of different user segments
 - Evaluation of previous research conducted, analysis of raw data of consumer research commissioned by client and research conducted by Business Consulting Group
- Service concept options
 - Developed telephony products not considered till then, based on customer usage and need profiles
- Pricing
 - Developed pricing model which captured sensitivity of demand and the ultimate impact on profit. Sensitivity analysis from the market research conducted
- Distribution
 - Using Business Consulting Group research and analysis to develop
 - Distribution structure
 - Channel incentivisation model for
 - Selling of handsets
 - Servicing of subscriber
- Implementation Plan
 - Detailing Tasks and Activities with a suitable time schedule

OUR RECOMMENDATION/IMPACT

- The client has accepted our recommendations and initiated implementation. The client has also involved Business Consulting Group in presentations to its parent company abroad, and in the implementation of its plans.