

# Enhancement Initiatives For A Telecom & IT Solutions Provider(s)

Media, Telecommunication &  
Technology

## REGION

India

## CONSULTING SERVICES

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

## CLIENT SITUATION

- The client, one of GCC's leading Telecom & IT solutions provider with multiple internal departments, felt the need to:
  - measure and enhance its customer satisfaction to achieve its business goals
  - have a dedicated Initiatives Management Office to streamline the execution and implementation of initiatives
  - enhance management of the opportunity lifecycle
  - Enhance productivity of the weekly executive committee meetings

## OUR APPROACH

- Overall methodology used was detailed interviews with stakeholders and analysis of internal documents. Key highlights of stage-wise developments in each work-stream are given below:
- CSAT: Analysis of the work-flow, role of each department in the customer life-cycle, formulation of parameters for surveys, selection of online survey assessment tool and hand-holding teams to launch the platform.
- IMO: Defining the initiative intake process, creating process flows and templates, devising a governance mechanism
- Opportunity process enhancement: Diagnostics of existing process, harmonization of process flows and templates, development of a strong project management mechanism aided by clear roles & responsibilities across the life-cycle
- Executive committee meeting productivity: Defining the meeting structure and role of a meetings coordinator, preparing an action items tracker

## OUR RECOMMENDATION/IMPACT

- Customer Satisfaction (CSAT) – the platform is currently in pilot launch mode
- IMO – The platform is running and facilitating progress of all initiatives
- Opportunity Process enhancement – Recommendations on the ideal process and relevant enablers needed for implementation have been provided to the client
- Executive committee meeting productivity – The new structure is in place to run meetings efficiently Recommended acquisition opportunities for inorganic growth