

Integrated research solution for a leading global telecom firm

Case study: Telecom

Business Challenge

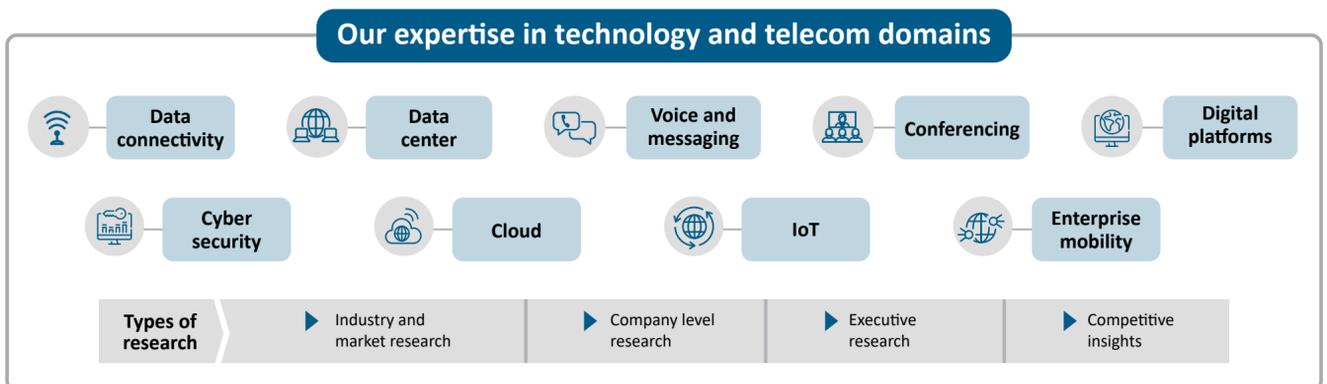
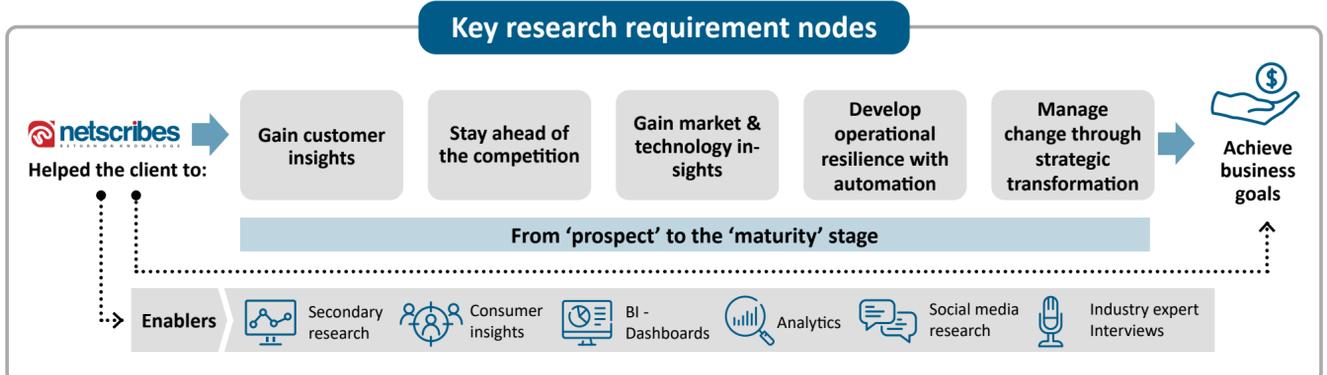
A leading telecom firm sought support in managing multiple research requests across their critical business units - IoT, cloud, and security. However, involving multiple vendors to address these varied needs led to:

- Inefficient prioritization and organization of requests
- Absence of a single point-of-contact for accountability
- Increased time-to-insight
- Siloed research execution resulting in effort duplication and budget wastage

Approach and Solution

To ensure a streamlined commissioning and delivery process to these research requests, we at Netscribes deployed an integrated solution by leveraging our in-house primary and desk research expertise. It involved:

- Setting up a research desk to make the right intelligence accessible to the right stakeholders in the form of:
 - **Industry and Market Research:** Covering an entire gamut of market assessment and industry analysis including procurement research, customer behavior studies, and value chain mapping services, among others.
 - **Company-level Research:** Drawing insights from business pain point analysis, IT profiling, vendor share analysis, management organization study (across critical business departments), and channel partner identification studies, etc.
 - **Executive Research:** Including decision-making mapping and studying roles and responsibilities of stakeholders.
 - **Competitive Insights:** Entailing competitive go-to-market strategy analysis, business and financial overviews, product benchmarking, and more.
- Utilizing relevant public and premium databases, quarterly and annual reports, and published expert commentaries to gather insights on competitor growth initiatives and industry trends
- Assigning a team of domain experts and analysts responsible for project execution (research, reporting, and quality management). This team was also responsible for interim and final deliverables based on regular communication with the respective stakeholders
- A dedicated point-of-contact to ensure accountability, address project-related challenges, and manage other communications between analysts and stakeholders
- A dashboard-based tracker to help stakeholders view real-time updates on assigned research requests
- A simple, seamless delivery process segmented with timely client reviews to ensure high-value outputs



Benefits

Armed with this integrated research solution, our client was able to:

- Optimize resource allocation while streamlining the research commissioning process
- Ensure informed decision-making and reduced time-to-insight by utilizing domain expertise and allocation of SPOC
- Eliminate effort duplication by providing stakeholders access to real-time project-related updates across the concerned business units

Netscribes' strategic transformation recommendations enabled the telecom firm to not just reduce costs, achieve research flexibility, efficiency, and scale but also fuel timely decision-making for competitive advantage across teams.

Foster strategic organizational growth and uncover relevant business opportunities with Netscribes' integrated market intelligence solutions

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