

CASE STUDY

Telecom

Sales intelligence for a multinational telecommunications firm



About the client

As a leading Indian multinational telecommunications company the client has a vast network spanning over 190 countries and territories. They connect businesses, governments, and individuals through a comprehensive suite of technology and communication services.



Founded in

1986



Revenue

USD 2.1 Bn



Assets

USD 2.47 Bn



Employees

13,232



Challenge and objectives

Historical sales data can be a great asset to understand patterns, trends, regional nuances and becomes the bedrock of strategic decision-making. The telco stalwart desired to leverage its extensive sales data to extract valuable insights. By partnering with Netscribes, they sought to understand regional sales nuances, identify trends impacting performance, and utilize this knowledge to optimize resource allocation and future investments.



Approach and methodology

Netscribes employed a multi-faceted approach, combining technology, market, and business research analyses.

- Leveraging the client's CRM platform, the team accessed and analyzed ten years of sales data to ensure holistic data coverage.



Through in-depth data analysis, Netscribes generated actionable insights presented in clear and concise formats:

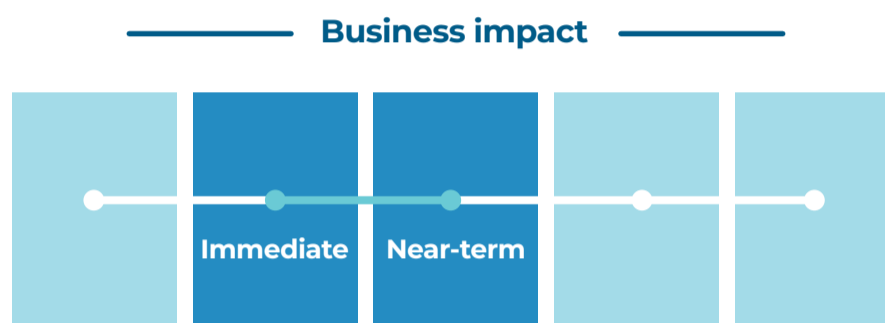
- Product sales were analyzed by line of business, regional variations, ticket size, wallet share, etc.
- Pictorial representation and pivot tables were utilized to provide a single window view of trends across regions and product lines.

Results delivered

Netscribes' multifaceted and in-depth solution delivered actionable insights. The stakeholder gained:

- Insightful information on sales trends: A deeper understanding of sales patterns and performance drivers.
- Growth roadmap: Actionable recommendations for future investments and growth initiatives based on identified trends and opportunities.
- Areas for Improvement: Identified areas where sales conversion could be improved through targeted strategies such as cross-selling and up-selling.

These recommendations provided the client with actionable steps to unlock additional growth potential.



Client benefit

Netscribes' sales intelligence solution proved instrumental in empowering the multinational telco to leverage the value of its historical sales data. By gaining actionable insights and strategic recommendations, the stalwart could optimize operations, make informed decisions, and embark on a path of sustained growth in the dynamic telecommunications landscape.

Leverage Netscribes' [Market Research Services](#) to tap into the true potential of your sales intelligence.

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