

Maximise Telco Business Results

In recent years, telecommunications services have undergone massive growth in Romania. In many ways, Romanian consumers are ahead of their Western European counterparts in their access to, and use of new telecom products and services. From the point-of-view of the operators, the ARPU shows a solid market potential.

Combined with the new economic pressures, these opportunities mean that the telco. providers have to understand their customers better in order to maximise returns. Additionally, they have to define product ranges to match emerging consumer needs, benchmark internally and vs. competitors and continuously consolidate their brand.

We can help you to -

- *Optimise your product offer*
- *Target specific customer groups*
- *Optimise your network performance*
- *Evaluate new sites*

Understand your customers

- Understand which consumer groups consume which products in which combination.
- Understand the behaviour of your consumers, their channel preference and optimum communication style.
- Understand who is shopping, where and when, and what they are buying.
- Understand where your customers come from, who they are, and how much they spend. This will help identify the potential for new sites.

Identify opportunities

- Determine which combination of products to sell to various groups.
- Determine which consumers are likely to interact with which channels and predict how your customers will respond to a change in the marketing mix.
- Determine the gap between your resources and products at a site level, and identify potential.
- Determine whether the site has the right shopping patterns and site quality.



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Utilise channels

- Use the appropriate channels.
- Match individual preferences to channels to communicate better and improve conversion.
- Retail network: optimise location mix, products and resources at store level.
- Determine the impact this site will have on existing networks and channels.

Communicate with consumers

- Communicate through the most appropriate channels.
- Match individual preferences to communication style.
- Increase traffic of the target customer to your locations, by communicating through the most appropriate local media.
- Determine your local media strategy to support new sites.

Measure results

- Benchmark the performance of your product mix in relation to the local market size.
- Measuring response to tailored communication.
- Measure traffic, conversion rates, sales and profile of the buyers at a store level.
- Size your network in relation to the market.

We help telecommunication providers -

- Understand and anticipate customer behaviour, lifestyle and expectations.
- Determine offers, concepts and channels based on future customer and economic trends.
- Determine how channel trends will change in the future and how this will impact on customer behaviour.
- Understand how your communication strategy should evolve in the future.

Investing in the future

Contact us

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