

Fletcher/CSI

Technology Practice



Strategic Consulting for Wireless Carriers

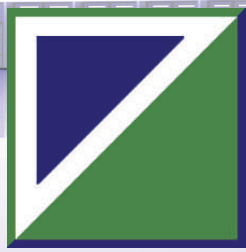
Challenging times call for decisive support and action.

With a near-saturated U.S. market and no shortage of substitutes, wireless carriers are under extreme pressure to differentiate through superb customer service, handset quality, and branding. As handset functionality increases and consumer demand evolves, carriers have never had to work harder to attract and retain customers. In this competitive environment, even the smallest overlooked details in terms of customer experience can win or lose a customer. Wireless carriers must stay keenly aware of how their products and services are perceived in the market, as well as constantly monitor their competitors' strategies and offerings in order to avoid being blindsided while also seeking to capitalize on the next innovation in value.

Fletcher/CSI has provided clients in the Telecom industry with strategic and tactical decision support since 1988. We will work closely with you and your stakeholders to fully understand your challenges and help you address them.

Services tailored to wireline and wireless carriers:

- **Secret Shopper:** Evaluate sales staff in stores and resellers for product knowledge and service
- **Geographical Study:** Buying trends by region and demographics
- **Application Evaluation:** Examine apps and how they affect retail and B2B buying decisions
- **Wholesale:** Machine to Machine solutions, where they fit into vertical markets, and how to win the cloud computing battle
- **Best Practices:** Evaluate competitors and recommend course of action with planning and tracking
- **Product Benchmarking:** Trialing new products in various markets and demographics
- **Strategic Planning and Implementation:** Build and execute your 3-5 year strategic plan
- **Market Monitoring:** Manufacturers, verticals, consumers, competitors, technologies, etc.
- **M2M Cloud Computing Market Expertise**
- **Service and Support:** Pricing and competitor abilities and weaknesses

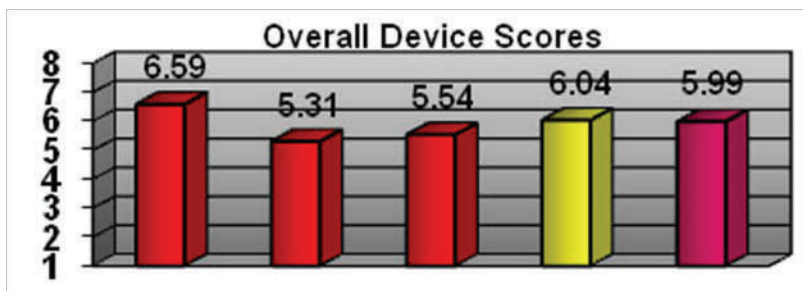


CASE STUDY: Wireless Carriers

A major U.S. wireless carrier commissioned Fletcher/CSI to analyze the wireless devices offered by its 4 major competitors. The client wanted to know what the weaknesses were with each wireless device offered to retail and business clientele. Fletcher/CSI had been retained to perform a quarterly competitive device assessment using the LBGUPS (Learn, Buy, Get, Use, Pay, and Service) customer experience research paradigm.

- **Purchase Experience:** Devices are shopped at four locations per carrier. Details regarding sales representative knowledge of phones, plans, and level of service are recorded
- **Out of Box Experience:** Rated according to the time to complete phone set-up, quality, and clarity of Getting Started materials and included peripherals
- **Customer Care and Support:** Rated based upon the time to reach a representative, the representative's product knowledge, ability to resolve issues, ability to aid in a POP email account set-up and assist customers with configuring a tethered connection
- **User Experience:** Testing rates the ability of the software and device interfaces to facilitate device use and system navigation. Commonly used functionalities are tested for ease of use and effectiveness. Missing features needed to improve the user experience are reported
- **Performance:** Tests regarding Web browsing, battery life, and processor speed are performed and recorded for benchmarking comparison

Carrier influence scores were the biggest positive factors for most devices in the test group, revealing that even with mediocre device performance, how it is sold and serviced weighs heavily on the overall device experience.



The result:

The client dropped two mobile devices they were selling and have added a new device to their lineup. The client's sales team is better informed to do comparison shopping with potential customers. Sales have increased by 2% to date over last year. The client now has a model to use as a standard device evaluator.