

Sales & Operations Consulting

Calling upon our extensive experience in all aspects of telecom sales and customer service operations, RFI saved two clients in excess of \$30 million each by increasing operational effectiveness. We have improved our clients' customer service and enhanced their sales effectiveness by analyzing the critical business components – policies, processes, performance, metrics, and structure – to isolate gaps, duplication, contradictions, and complexities that create unnecessary cost, impair customer service, and impede sales. We identify solutions that ensure strategic alignment and improve the bottom line.

Strategic Alignment

- Analyze organizational structure and identify opportunities to optimize and streamline.
- Review policies and processes to identify and eliminate gaps, contradictions, & duplication.
- Ensure metric (balanced scorecard) alignment with business strategies.

Operational Effectiveness

- Evaluate operational components to isolate and remedy needless handoffs, duplicate work efforts, and needless complexity.
- Analyze team and organizational performance to identify actionable short term and long term opportunities.
- Examine and test processes and polices for strategic fit and operational value; propose redesigns that are realistic and that provide value.
- Evaluate technology to optimize order flow-through and reduce cost per call.

Sales Success

- Evaluate compensation plan to ensure alignment with sales strategy.
- Examine sales tools to identify effectiveness and usability.
- Identify barriers to sales excellence.

Customer Experience

- Evaluate handoffs and interfaces to isolate service delays and defects.
- Examine technology utilization to improve customer experience.

Marketing Consulting

ResearchFirst has worked with every major Telco in North America and with large European and Asian communications companies giving us an experience database that directly benefits our clients. We've helped dramatically reduce new service introduction cycles, increase profitability and efficiently plan for new services and technologies. Our strengths include our ability to stay on top of the latest services and technologies such as FTTH, converged services, VoIP, and IPTV.

- Product planning and introduction
- Competitive assessment
- Bundles and packages assessment
- Market trial management
- Market entry and expansion



RFP Development (Service Provider)

- Assist clients in determining business requirements for potential outsourcing.
- Formulate business requirements into an RFP to meet business needs.
- Solicit responses from vendors and manage Q&A of RFP
- Analyze RFP responses and recommend selection through a due diligence process, analyzing vendor performance and financials.
- Assist client in implementation of vendor selection.

RFP Response (Vendor)

- Assist vendor in written response to RFP.
- Provide consultation regarding Telco operations, priorities and strategy.

General Capabilities

- Market research
- Consulting: marketing, sales, operations, RFP development and response
- Sales training
- Association management
- Marketing and sales/customer care conference coordination

RFI Clients

Acision	International Softswitch Consortium
Alaska Communications Systems (ACS)	Mitsubishi Research Institute
Alcatel-Lucent	MTS Allstream
AT&T	Nomura Research
BSNL / MTNL (India PTT)	North State Communications
Bell Aliant	NorthwesTel
Bell Canada	NTT East Corp
BMMA	NTT West Corp
(Broadband Multimedia Marketing Assn)	Revana
British Telecom	Sales Executive Group (SEG)
Broadsoft	SaskTel
CenturyLink	ServiceSPAN
Cincinnati Bell	Siemens (Germany & US)
Comverse	SS8 Networks
eircom	Synacor
Ericsson Australia	Tbaytel
France Telecom	TDS Telecom
Frontier Communications	Telstra
GVTC	TELUS
Hawaiian Telcom	Unisys
HGS	US Cellular
Hitachi	Verizon
InfoCom Research	Windstream

Contact

Ellis D. Hill, President
205-837-8866 (c)
ellis@researchfirst.com

