



CLIENTS:

- Alcatel-Lucent
- ARRIS (Motorola)
- AT&T
- BSNL / MTNL (India PTT)
- Bell Aliant
- Bell Canada
- BMMA
(Broadband Multimedia Marketing Assn)
- British Telecom
- Broadsoft
- CenturyLink
- Cincinnati Bell
- CostQuest Associates
- Ericsson Australia
- France Telecom
- Frontier Communications
- GVTC
- Hawaiian Telecom
- HGS
- Hitachi
- InfoCom Research
- International Softswitch Consortium
- LinkAmerica Alliance
- Mitsubishi Research Institute
- MTS
- Nomura Research
- North State Communications
- Northwestel
- NTT
- Revana
- SaskTel
- Siemens (Germany & US)
- SS8 Networks
- Synacor
- Tbaytel
- TDS Telecom
- Telstra
- TELUS
- University of Wisconsin Extension
- Verizon
- Windstream

Overview

ResearchFirst's expertise in telco product development, marketing and sales/care practices as well as our active, ongoing close working relationship with Telco service providers and their vendors, puts us in a strong, unique position to help service providers and vendors with specific research needs.

Our strengths include a deep understanding of:

- > The telco environment, processes and terminology having served in key positions in the telco industry. Includes an understanding of telco informational needs for decision making and business case development.
- > Customer – consumer and business – needs and desires drawn from prior research learnings.
- > Services and technologies required to fill these needs.
- > Best practices in marketing, sales and customer care.
- > Operational issues required to provide a smooth customer experience.

Research Methodologies

We conduct primary qualitative and quantitative research for the residential and business markets, providing end to end service.

Examples include:

- > Primary and secondary research
- > Online survey design, execution and analysis
- > Focus groups
- > Mystery shopper programs
- > Discrete choice analyses, conjoint analyses, Van Westendorp price-sensitivity meter analysis
- > Delphi technique
- > Industry benchmarking

Project Examples

We uncover actionable information and provide analysis and strategies for telco service providers and vendors with specific research needs.

Examples include:

- > Customer self-installation audits & process improvement
- > Industry scans & service provider polls
- > Consumer and business market research
- > Sales/Care research
- > Best marketing practices and churn benchmarking
- > Best sales/care practices and benchmarking
- > Best alternate channels practices and benchmarking
- > Competitive assessments
- > New product feasibility, planning and market entry strategies
- > New technology deployment strategies
- > Market pricing, product bundling and segmentation strategies
- > Demand analysis with customized forecasting to build penetration rate and revenue models for current and emerging network services
- > Turnkey market trial management
- > Mystery shopper programs
- > Mover buyer behavior
- > Customer experience/satisfaction studies
- > Technology review – examine sales tools to identify effectiveness and usability.

General Capabilities

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