



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 Telcom
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

ResearchFirst's conferences are designed for telecom directors and their managers in product, market, sales, care and operations management. Sales and marketing professionals from US, Canadian and international Telcos have loyally attended RFI's conferences since 1988. Even in today's dynamic environment, RFI enjoys a repeat attendance percentage exceeding 60%. In addition, the evaluations for our seminars consistently exceed 6.0 on a 7-point scale, when asked how RFI's seminar compares with other industry events. Many of the over 1,000 marketing and sales management seminar alumni say **our forums are the best they've attended.**

Our approach to seminars is to address specific topics in depth by having the best companies share their respective practices in a given area (product, marketing, sales, operations) with their peers. We foster a unique attitude of sharing to learn; and this is readily accepted as a mutually beneficial practice. We combine this with as many networking opportunities as possible in a brief 2.5 day period. Lastly we choose a budget conscious but desirable location and add just a little fun to make it all work. Attendees obtain state of the art information from speakers and colleagues alike.

Current Telecom Seminars & Workshops

- > **Broadband Services Marketing:** focuses specifically on broadband services covering: market and competitive overview; strategies to deal with competition; speed strategies; broadband usage issues; churn and retention; service rollouts and updates; bundling strategies; best promotions practices and sales strategies; new revenue opportunities; service and support methods.
- > **Sales & Operations:** covers an industry and competition overview, high speed Internet sales, save and retention strategies, channel effectiveness, 1st call resolution, work at home issues, training, outsourcing, customer experience, customer engagement skills and much more.

Hot Topic Conference Calls

RFI conducts various 'hot topic' conference calls currently covering issues relevant to broadband services marketing as well as sales and care channels.

General Capabilities

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