

## ResearchFirst, Inc.

## Consulting Capabilities

### Sales & Operations Consulting

Calling upon our extensive experience in all aspects of telecom sales and customer service operations, RFI has 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
- Sales & customer care conference coordination

#### ***Contact***

Ellis D. Hill, President  
(205) 995-8866  
[ellis@researchfirst.com](mailto:ellis@researchfirst.com)