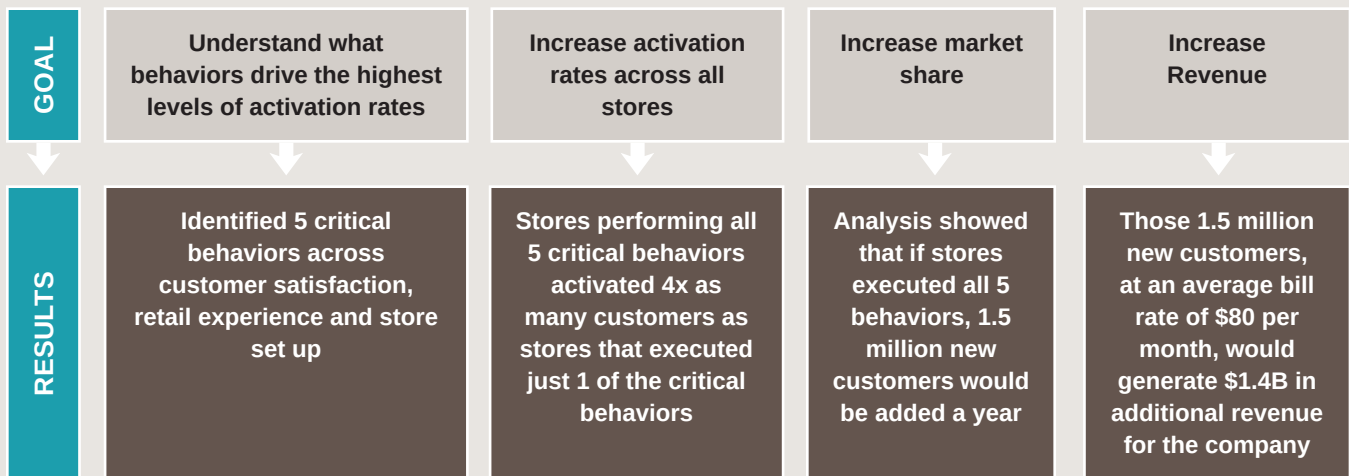


# Telecom

“Criticality Index” gives a clear signal



## KEY RESULTS



## WORLD CLASS ANALYTICS IN TELECOM

A leading telecom provider was in a fierce competition for market share. They had used mystery shopping sporadically as a tool to check on their retail locations, and customer satisfaction surveys to gather consumer feedback, but executives had lost enthusiasm for the program. They just weren't seeing any meaningful detail on how they were performing, and more importantly, what they should do about it.

Exacerbating matters, all the data pointed to market-level summaries. Store level detail was missing.



## COMING THROUGH LOUD AND CLEAR

The company turned to Market Force Information® to help them understand the data they were collecting. They wanted to hone in on what really helped drive activation rates. Market Force recommended beginning with analytics. By analyzing multiple sets of data—the company’s Customer Satisfaction (CSAT) surveys over the past year, Mystery Shopping results for each store, Store Demographics, and Activation Rates—Market Force was able to tease out the answers. And they were compelling. Using sophisticated analytics models, Market Force was able to create a “Criticality Index”—essentially, a list of attributes or behaviors that were most critical in driving activation rates at each of their stores.

Just how proficient were these higher performing stores? The stores that executed consistently against those five basic behaviors were activating almost 4x as many customers as lower performing stores: an average of 244 monthly activations vs. just 64 monthly activations for stores performing well on just one dimension.

## ARMED WITH ANSWERS: GOOD CALL

The Market Force analysis provided a clear blueprint for success for the brand. By focusing location managers on these five basics, the company could drive huge, positive change. Not only would customer satisfaction increase dramatically, the analysis pointed to an enormous economic gain. If the locations that were currently executing on 3 or 4 of the 5 best practice behaviors could be trained and rewarded to get all five, the analysis showed that the company would gain almost 1.5 million additional activations per year across their 1,300 locations—a goal that translated into hundreds of millions of dollars of new revenue, and net new customers in their market share battle. As a result of these compelling findings, the company made the decision to invest in a customer experience program that could help them measure the 5 critical behaviors, reward improved performance and increase activations.

**The index showed that the locations that were driving the highest levels of monthly activations were proficient across five dimensions:**

1. Wait time
2. Satisfaction with service from rep
3. Offer of solutions from the rep in terms of asking good needs assessment questions and making product/service recommendations that aligned with these needs
4. Working phones being on display for customers to use and test
5. Team members wearing the proper uniform and name badge



## Thought Leadership

877.329.9621  
info@marketforce.com

Visit [www.marketforce.com](http://www.marketforce.com) for more great content.



Protect your brand's reputation. Delight customers. Make more money.