

Case Study

Market Research Study

Global Telecommunications Manufacturer

Client

Global Telecommunications
Manufacturer

Location

United Kingdom
Pennsylvania, USA

The Hill Group's Role

- Market Research
- Survey Design
- Data Analysis
- Strategy Formulation

Results

- Prioritized service/product offerings
- Developed propositions for product/service offerings
- Improved opportunities for service delivery



Project Profile

A global telecommunications manufacturer contracted with The Hill Group, Inc. to determine current customer interest in purchasing additional value-added products and services. The firm also assessed customer acquisition, retention, and penetration by customer segment, particularly for value-added services and product packages.

The consulting team employed a market research model to address our client's need. A telephone survey targeting current customers, large enterprises, and telecommunications corporations was the primary data collection instrument. The survey addressed customer acquisition, current customer relationships, and potential product and service offerings. A complete analysis of the data followed, including the development of an Opportunity Factor Equation to rank product and service opportunities based upon customer perspectives. Ultimately, this survey helped our client to prioritize opportunities and allocate resources to products and services likely to make the greatest impact in cost savings and revenue potential.