



Data and broadband product strategy delivers increased target ARPU

Having limited and basic data and broadband connectivity services is adversely impacting revenue for incumbents worldwide. There is a need for forward-looking data and broadband growth strategies to ensure that existing revenues are maintained and new sources are capitalised upon.

Challenge

An incumbent operator had to defend existing leased line revenues and increase their broadband volumes as well as strengthen customer loyalty and maintain existing pricing levels.

They also needed to increase their annual revenue per user (ARPU), retain their market share, reduce costs while providing the best service in the market, and meet the demands of the local regulator in a restricted market.

Solution

BT Telconsult helped the client to launch new revenue generating products, such as Metro Ethernet, giga single-pair high-speed digital subscriber line (G.SHDSL) and managed services. We also provided business continuity services, service-level agreements (SLAs) and increased the quality of service (QoS).

This helped to gear the business up to work on a 24/7 basis to meet customer requirements, and become more customer-centric by providing online automation and skilled helpdesks.

Benefit

The customer retention strategy was devised and the client increased its target ARPU.

They also increased target market size with new initiatives, as outlined in both the data and a broadband strategy document addressing strategic objectives for the operator over the next three years.

Offices worldwide

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We are part of BT Global Services and leverage BT's experience and expertise as a 21C Next-Generation Communication Provider to help our clients overcome the challenges they face.

Our consultative practitioners have a deep understanding of how to address end-to-end business, technology and operational challenges using best practices and methodologies developed by BT to support your business transformation.

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