



Telecom management doubles customer base in two years for mobile operator

Falling voice ARPU. Saturated markets. Growing complexity. These are just some of the business challenges faced by mobile operators today. As traditional voice and messaging become increasingly commoditised, operators are looking for new ways to gain market share, streamline and increase their operation efficiency, and more importantly improve customer experience and satisfaction.

Challenge

An existing mobile operator in EMEA decided to transform its business and increase the company's market value by increasing revenue significantly in 24 months and expanding its operation overseas.

Solution

BT Telconsult conducted a detailed restructuring audit and implemented these recommendations.

BT consultants also conducted a complete skills audit, development and training to employees across the whole organisation and provided management placements at C-level and VP level, from MD to director of marketing, human resources and technology. To launch the mobile network in another country, BT Telconsult then supported the selection, development of a management and technical team.

Benefit

BT Telconsult C-Level Interim Managers were able to increase the customer base from around 600,000 subscribers to more than 1,200,000 in twenty-four months, and attract a new investor by transforming the operator's business to increase share-holder and market values.

The operator managed to sell around 20% of its company to another telco for more than US\$168 million.

Offices worldwide

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About BT Telconsult

BT Telconsult is a global telecommunications management and technology consulting business with 30 years experience in providing consultancy services to fixed and mobile telecoms operators in over 90 countries.

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.

For more information please visit
<http://bt-telconsult.com>