

## The Challenge

This multi-national mobile telecommunications company was about to enter a new national market which had three existing mobile operators.

The challenge was to define a strategy that would clearly differentiate it from the existing players in the market and would position it well with high value customers.

## Key Points

- Research to define the current customer experience strategy for existing player
- Develop a three stage model of the evolution of the business
- Developed a people, process, and technology blueprint for each stage
- Developed an implementation strategy and plan to navigate the journey
- Strategy implemented across all touchpoints throughout the customer lifecycle

## Our Solution

LimeBridge worked with the client to progressively develop the vision, people, organisation, process and systems that would be needed to establish the capabilities to build relationships with customers.

We applied the analogy of the gears on a 3 speed automatic car. The strategy we developed was designed to build the capabilities to operate in 3rd Gear

- ▶ **First Gear** - Basic Service: Service plays a secondary role to product and sales performance
- ▶ **Second Gear** - Reliable Service: The company has the capability and reputation for service
- ▶ **Third Gear** - Personal Service: The company has developed the capabilities and reputation for building relationships with customers and providing service tailored to their needs.

## The Results

From our research in the market, it appeared that most other operators were operating in 1st or 2nd gear. We defined people, process and technology elements that would be needed to operate in each gear.

We then defined a road map and implementation plan for each stage of the journey including costs, technology, business processes and people elements, including performance measures and skills.

The strategy was implemented across all customer touchpoints from Network Messages, IVR, Retail Shop Fronts and the Contact Centre to ensure that the customer experience could be delivered consistently across all stages of the customer lifecycle.