



Case example

**Telecom operator
(fixed-mobile-cable)**

Client Situation	<ul style="list-style-type: none"> • 5 different organizations to merge under a new brand 															
Important Issues	<ul style="list-style-type: none"> • Customer care policy and organization • Costs optimization • Development of new services • Commercial upfront revitalization • Centralization of back-offices • Group effect on purchasing costs 															
Activities	<ul style="list-style-type: none"> • Redesign of critical processes (eg: local loop unbundling, services development) • Design and implementation of an integrated customer care policies and organization • New structure definition <ul style="list-style-type: none"> •Marketing •Commercial front office •Purchasing •Operations&Maintenance 															
Benefits Delivered	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">•Monthly sales:17.000 contracts</td> <td style="width: 10%; text-align: center;">—————▶</td> <td style="width: 30%;">27.000 contracts</td> </tr> <tr> <td>•Average daily installation:200</td> <td style="text-align: center;">—————▶</td> <td>300</td> </tr> <tr> <td>•Installation failures: 40%</td> <td style="text-align: center;">—————▶</td> <td>5 %</td> </tr> <tr> <td>•Head count 1.850</td> <td style="text-align: center;">—————▶</td> <td>1.300</td> </tr> <tr> <td>•Opex per line 300€</td> <td style="text-align: center;">—————▶</td> <td>200€</td> </tr> </table>	•Monthly sales:17.000 contracts	—————▶	27.000 contracts	•Average daily installation:200	—————▶	300	•Installation failures: 40%	—————▶	5 %	•Head count 1.850	—————▶	1.300	•Opex per line 300€	—————▶	200€
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