

Efficient organisation

Proximity to customers – a technology venture develops new energy for growth using a strict market orientation



Increasing customer demands in the telecom industry keep challenging the suppliers. Speedier and more powerful services lead to constant new investments in networks. These investments can only be financed by a corresponding growth in the market and an increase in efficiency within the company.

The Client

- Telesystem Tirol GesmbH, Innsbruck, Austria
- Multimedia company in Tyrol, supplying the infrastructure for cable television, radio, telephone and broadband Internet access
- Revenue: approximately EUR 17 million, rapidly growing
- Workforce: approximately 60
- Number of connexions: approximately 50 000, growing

The Objective

- To double the number of contracts sold using Internet services
- To reduce customer connection charges
- To increase the daily installation capacity

The Solution

- Reorganisation of sales: sales efforts focused on residential areas with high potential subscription to the service
- Reorganisation of residential installation services: services supported by defined installation procedures
- Tiered service level established, and proven competitive in a nationwide comparison with cut-price suppliers

The Client Benefit

- Reduction of costs by 30 – 40% after a transition period of only six months
- High acceptance by the installation companies
- Customer acceptance of the new pricing structure
- Highly transparent services and costs
- Connection lead-time for customers reduced by 7 days