



## Telecommunication Market Research in India

### Impact of Research

The Indian consumer has become very savvy in the maturing telecom markets. The customer's needs are changing constantly and telecom companies need to monitor them continuously. Due to increasing competition, market information has become the battleground of tomorrow. Legacy competitive variables like network coverage and reliability are not adequate to succeed.

### Market Challenges

The traditional models that have worked over the past decade is fast shifting. Markets have evolved into niche sub-segments and sophisticated statistical clustering and segmentation techniques need to be used to understand the customer behaviours.

### CRM Data Analytics

Database analytics has to be conducted on CRM information already existing within the telecom company's IT systems. Research analysts explore to understand customer behavior patterns and other characteristics.



### Success strategies

eMpulse follows a proprietary research thought process. Business problems are systematically converted to research hypothesis and tested using market data.

### Goal: Maximize Your Profits in the Indian Telecom Market by Understanding the Needs of Your Customers Better

There has been significant growth within the Indian Telecom market over the past decade. A large percentage of the Indian elite and the middle cost have integrated the cell phone into their life style. The Indian poor also have started to increasingly use cell phones. The market size is now in excess of 300 million subscribers.

### eMpulse Solution

eMpulse offers full service market research solutions for Indian telecom companies. eMpulse is one of the best value for money for Market Research within India for telecom research. eMpulse uses state of the art qualitative and quantitative research techniques.

Some of the solutions provided by eMpulse include;

- Mystery shopping
- Customer satisfaction monitoring
- Customer segmentation
- Advertising research
- Advanced data analytics
- Other telecom research

Industry knowledge and experience of the eMpulse team provides the foundation on which we have delivered high level actionable insights to the telecom marketers. Whether you are launching into the Indian telecom market for the first time or you are doing research to improve your position within the Indian market, we will provide you with the solution to maximize your profits.

### eMpulse Facts

- One of the leading Market Research Agencies for Telecom within the Indian Market
- Established in 2007, growing rapidly by delivering high quality research for the Indian telecom customers



## The eMpulse Difference

### Advanced Research Capability

eMpulse researchers have extensive experience in dealing with complex telecom research problems. Business savvy is a critical component of developing meaningful research plans. In India, practical data collection challenges need to be managed, and eMpulse team has the skills to get your research completed with the most effective results.



### Business Savvy Solutions

eMpulse provides solutions that are practical in nature. Years of experience of eMpulse management in senior leadership positions at large and small corporations have helped us develop a unique perspective on how change gets executed at large telecom corporations.

### Innovative Approach

Successful research companies need to be very innovative in data collections and analytics because of the unstructured nature of many markets and its behaviors. A combination of theoretically sound methods coupled with research execution savvy gives eMpulse an edge over the competition.

## Case Study

### Situation

One of the leading telecom providers in the Indian market wanted to move customers from pre-paid service to post-paid service packages. This increases the customer commitment to the telecom provider and in the long run generate higher revenue per customer. The telecom customer segments are constantly shifting. The decision processes of the customers within these segments are constantly evolving. Research had to be conducted to develop an effective marketing campaign so that a large percentage of the customers would move over to the post-paid service offering.

### Research Conducted

The research was designed to be conducted using three distinct research methodologies. Customer data from the company's database was analyzed to segment them into groups based on behaviors. Then within each segment qualitative research was conducted to understand the decision process of the customers. Finally a quantitative survey was developed to understand the size of the opportunity as well as to quantify preferences of the customers for the various parameters. All this information was analyzed and synthesized by eMpulse's research executives to provide a report that listed practical and actionable recommendations.

### Results

Four distinct segments were identified within the customer database. The decision process of the customers within these segments for all the key variables like Network Coverage, Network Reliability, Price Plan attractiveness and other components were understood. Based on the research findings, campaigns were developed for each segment. The research helped our client improve their success within the Indian telecom markets.

### Business Impact

Based on understanding the new segmentation within the pre-paid customer segment and their buying behaviors, a marketing campaign was developed that helped convert a significant percentage of these customers into the post-paid segment, hence increasing profitability to the telecom client.