

Case Study

Market Research Across Channel Partners: VOIP & Wi-Fi



ISO/IEC 27001:2005

ISO9001:2008 CERTIFIED



Silicon India Magazine:
Top 50 Fastest Growing Companies



Consultant Review Magazine:
Most Promising Consultant Firm



Business Review Magazine:
Top 20 BI Companies



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CSAT Survey And Channel Tracking Across PAN India Channel Base – 3,500 Surveys

Objective

To analyze and trail channel partners relationship with Tata Tele

- CSAT Questionnaire was developed to capture the required statistics
 - Reason for partnering
 - Satisfaction level with TTL
 - On boarding Experience
 - CSM Experience
 - Sales and Product/Service Support
 - Product Training
 - Issue Resolution Process
 - Billing Process
 - Satisfaction level with offered commission
 - Feedback on incentive plans
 - Analysis on other TSP inclination
 - Promotion of Partner Care Portal
- Segmented approach was adopted as per partner segments
- Heat maps were generated for better adoption on findings
- 3,500 CSAT surveys were successfully conducted.