

VoIP Consumer Strategy

<i>Year</i>	<i>Industry</i>	<i>Functional Area(s)</i>	<i>Type(s) of Service</i>	<i>Case No</i>
2005	Telecom	- Strategic Marketing - Market Analysis - Positioning	- Study, Research - Decision Support	392

The Client Company

A national telecom operator, providing fixed, internet, and mobile services for consumers and business markets.

The Client's Situation

The boom VoIP (Voice over IP) services is putting pressure on existing POTS operators. As a result, the industry fears eroding margins and significant churn.

As any other operator, the company was seeking for a product strategy for VoIP services for consumers in order to stay competitive and to keep profits wherever possible.

The challenge was to find the right positioning for a new VoIP product offering that is attractive enough for the customer but not cannibalising the existing, conventional product range too much.

CSK's Assignment and the Approach

CSK's assignment was to jointly develop a VoIP strategy for the client's consumer product range.

CSK guided and facilitated several workshops and meetings, using CSK's FastTrack™ strategy development methodology.

CSK also contributed with substantial inputs, calculated the business case (jointly with the client), and finally produced a comprehensive documentation of the results, including the board presentation. As a side-product, CSK designed a new overall product/pricing structure that is more logical and easier to understand for the consumer.

The board fully agreed with the outcome.

The Result

Based on the recommended VoIP strategy, the client successfully launched the new VoIP product range.

