



# Company Profile

2024





# Company Profile

Telcotank has empowered 25 clients across 20 countries, showcasing our expertise and commitment in telecommunications. As a service and consulting company, we are dedicated to delivering exceptional results and fostering transformative growth worldwide.

Since 2004, Telcotank has been a premier boutique consultancy specializing in marketing, sales, brand management, international project and business development, service and product development, and program management. Our team comprises highly skilled executives renowned for delivering exceptional results. Some refer to us as a "gray hair" consultancy, reflecting our deep expertise and extensive experience.

**Our Expertise is Telecommunications focused with exposure to multiple industries:**

Telecommunications Ultra-Luxury, Software Deep Tech AI , Banking , Insurance, Entertainment Technology, FMCG, Pharmaceutical, Retail

**Our Senior and Hands-On Team:** Our team comprises seasoned professionals with extensive hands-on experience in their respective industries. We bring a wealth of knowledge and a global perspective to help you achieve your business goals. Partner with Telcotank Consultants for tailored solutions and a commitment to your success



# Business Areas



## Commercial Execution Services

**Marketing Operations Excellence:** We streamline your marketing processes, enhancing efficiency and effectiveness, to ensure your campaigns yield the best results.

**B2B Corporate Marketing Services:** We offer comprehensive corporate marketing services to elevate your brand presence and reach.

**Consumer Journey Excellence :**We expertly guide our telecommunications operators at the highest standards of excellence.

**Sales Channel Optimization:** We help you identify and capitalize on the most effective sales channels, boosting revenue and market penetration.

**Contact Center Excellence :** We create increase NPS , and empower the customer contact center experience.

## Strategic & Tactical & Digital Services Implementation

**Turnaround Implementation:** When businesses face challenges, we step in with strategies and execution plans to reverse the situation and set them on a path to success. We specialize in revitalizing operations, optimizing processes, and maximizing profitability.

**Business Model Development:** Our team excels in crafting innovative business models that adapt to changing market dynamics. We help you create sustainable strategies that drive growth and profitability.

**Digitization of Corporate Assets and Models:** In today's digital age, staying competitive means embracing digital transformation. We guide organizations in harnessing the power of technology to modernize their operations, enhance customer experiences, and improve efficiency.

## Opportunity Creation

**Greenfield Launch:** Our expertise lies in penetrating new markets and countries by launching fresh ventures from the ground up, ensuring a successful entry into uncharted territories.

**Mergers & Acquisitions:** Our M&A experts facilitate strategic acquisitions and mergers, driving growth and value creation for investors.

**Opportunity Creation:** We identify and create investment opportunities in lucrative business areas, allowing our clients to stay ahead of market trends.



Commercial Execution Services

# Marketing Ops Excellence

We strategically align all marketing operations in major telecommunication operators on a well-crafted roadmap, actively engaging in each step to ensure outstanding, results-driven outcomes.





## Approach

Telcotank offers result oriented services with the adaptation of new marketing trends to the environment and conditions where the operations take place, in addition to our experience in all areas of marketing from strategy building to market implementations.

Telcotank evaluates client credentials and adapts all marketing mix elements according to clients' marketing strategies.

Product propositions

Tariff creation

Retention / Loyalty Process

Acquisition campaigns

Marketing Communications

Brand portfolio management

## Experience

Successful implementation of several tariff revisions, numerous product launches including prepaid product offerings, VAS product launches, corporate market product offerings. Major acquisition and retention campaigns implemented as part of turning around market conditions. Marketing communications portfolio analysis and new portfolio implementation. Segment based retention approach.

## Highlights

%50 churn reduction within 4 months period

8 major marketing launches in less than half a year, blocking the

competition 500.000 new subscriber acquisitions with one major campaign

within 2 months Brand positioning of youth segment club with new offering



Commercial Execution Services

# B2B Corporate Services

We power business to business - telco corporate services portfolio to acquire and retain the most valuable





## Approach

Excellence in Corporate Marketing Services is crucial for retaining high-value clients and driving business growth. Telcotank offers a comprehensive range of marketing solutions tailored to meet the unique needs of corporate clients. By positioning these services strategically, companies can diversify their offerings, enhance brand visibility, and improve customer engagement.

Strategic marketing planning

Branding and positioning

Digital marketing and social media management

Marketing analytics and performance tracking

Campaign development and execution

## Experience

Telcotank boasts an experienced team with a proven track record in corporate marketing. Our expertise spans across various industries, where we have successfully implemented hundreds of marketing campaigns. With extensive experience in strategic planning, digital marketing, and brand management, we partner with clients to deliver tailored solutions that cater to their specific needs. Our services have been pivotal in driving corporate customer acquisition, improving brand loyalty, and achieving business objectives.

## Highlights

50% increase in brand engagement within 6 months

10 major marketing campaigns launched successfully in less than a year

Achieved over 1 million new customer acquisitions through targeted campaigns

Enhanced brand visibility and positioning, resulting in a 30% market share growth



Commercial Execution Services

# Consumer Journey Excellence

We expertly guide our telecommunications operator customers in constructing an optimal consumer journey at the highest standards of excellence.





## Approach

At Telcotank, we optimize consumer journeys across industries, leveraging advanced techniques and metrics for superior customer experiences. By enhancing every touchpoint, we create seamless, personalized journeys that drive loyalty and growth

Consumer journey mapping and analysis

Personalized marketing strategies

Omnichannel experience optimization

Customer feedback and sentiment analysis

Data-driven decision making

## Experience

Our achievements include:

- Journey Mapping: Detailed visualization of customer interactions.
- Personalization: Implementing AI-driven solutions.
- Omnichannel Integration: Seamless experiences across all channels.
- Customer Feedback: Acting on surveys, interviews, and analytics.
- Data-Driven Enhancements: Continuous improvements based on real-time data.

## Highlights

Higher Conversion Rates: 30% increase through enhanced mapping.

Improved Retention: 20% improvement with tailored strategies.

Personalization Success: 25% increase in engagement via AI.

Omnichannel Excellence: Consistent customer experience across channels.



Commercial Execution Services

# Sales Channel Optimization

We expertly guide our telecommunications operator customers in constructing an optimal channel structure, ensuring the delivery of unparalleled service at the highest standards of excellence.



## Approach

We proudly highlight our accomplishments in transforming the network and channel coverage across multiple industries. Our expertise extends beyond the realm of mobile telecommunication, where we initially set a benchmark for customer perception, to a wide range of sectors where service excellence is paramount. Developing trustworthy partnership with dealer network to have a strong sales force requires efficient logistics infrastructure to make product and services available at the sales points in order to fuel acquisition/retention campaigns, cross sell, up sell operations. On the other hand a good compensation plan and program for dealer network should be established to sustain the channel loyalty. Reorganization of the channel structure according to customer segments is required when the market is developing. Develop and execute marketing roadmap to accomplish AOP targets.

Product propositions

Pricing and model creation

Retention / Loyalty Process

Acquisition campaigns

Marketing Communications

Brand portfolio management

## Experience

Significant achievements in building strong dealer networks with efficient logistics, crucial for boosting sales and customer relationships. Implemented effective compensation plans to foster dealer loyalty and align their goals with our clients' objectives. Additionally, reorganized channel structures to keep pace with evolving customer segments, ensuring our clients' competitive edge. Integrating sales and marketing strategies, Coached to achieve and consistently met and exceeded Annual Operating Plan (AOP) targets, demonstrating our commitment to delivering comprehensive and dynamic business solutions.

## Highlights

Increased daily sales from -5,000 to +10,000 in 4 months

20 new exclusive sales point agreements in 3 months

50% agility increase in acquisition rate

More than 1,000,000 sales in first year

300,000 new subscribers in 3 months with one single sales campaign



Commercial Execution Services

# Contact Center Excellence

We increase NPS and empower the customer contact center experience.



## Approach

At Telcotank, we drive excellence in Customer Contact Centers, leveraging cutting-edge technologies and best practices to enhance NPS and customer interactions and satisfaction. Our approach ensures efficient, responsive, and personalized multichannel customer support that boosts loyalty and operational efficiency.

Our approach includes:

Comprehensive Contact Center Assessment, evaluating current operations and identifying improvement areas. Advanced Technology Integration, implementing AI, chatbots, and automation. Personalized Customer Interactions, using data to tailor support.

[Contact center strategy development](#)

[Technology integration and optimization](#)

[Agent training and development](#)

[Performance monitoring and analytics](#)

[Customer feedback and continuous improvement](#)

## Experience

Our achievements include:

Operational Assessment: Thorough evaluation of contact center operations.

Technology Deployment: Successful integration of AI and automation.

Personalized Support: Enhancing interactions through data-driven insights.

Agent Training: Comprehensive training programs improving agent performance.

Performance Analytics: Implementing robust monitoring systems.

## Highlights

Significant improvement in resolving issues on the first contact.

Streamlined processes leading to faster resolutions.

Boosted satisfaction scores through personalized support.

Improved Agent Efficiency

Using analytics for continuous improvement.



Commercial Execution Services

# Digital Transformation

We bring the know how to transform your organization.





## Approach

At Telcotank, we specialize in strategizing digital transformation at the strategic level and executing implementations at the tactical level. Our expertise spans from AI services and robotic process automation to leveraging large language models (LLMs) in call center operations. We are committed to delivering cutting-edge digital transformation services, utilizing advanced technologies to accelerate your digital journey.

## Experience

Our team's rich history in pioneering digital transformation is now strong with strategic synergies, enabling us to redefine industry standards. Our expertise has been instrumental in deploying AI-driven digitization, sophisticated analysis tools, and transforming applications and call center operations in telcos as well as banking, insurance, and other sectors.

## Highlights

Fostered a digital-first mindset within five major organizations, integrating a culture primed for innovation and agility. Launched eight groundbreaking startups within the digital domain, each a testament to our commitment to transformative thinking. Transformation of a major Eastern European Bank



Strategic Implementation Services

# Organizational Restructuring

We believe organizational restructuring must be a company culture rather than a single time work.





## Approach

The Importance of Business Flexibility and Telcotank's Solution

To keep up with the ever-changing business landscape, companies must be adaptable and dynamic. The rapidly developing technology possibilities and requirements have compelled businesses to abandon their static structures and evolve in order to survive.

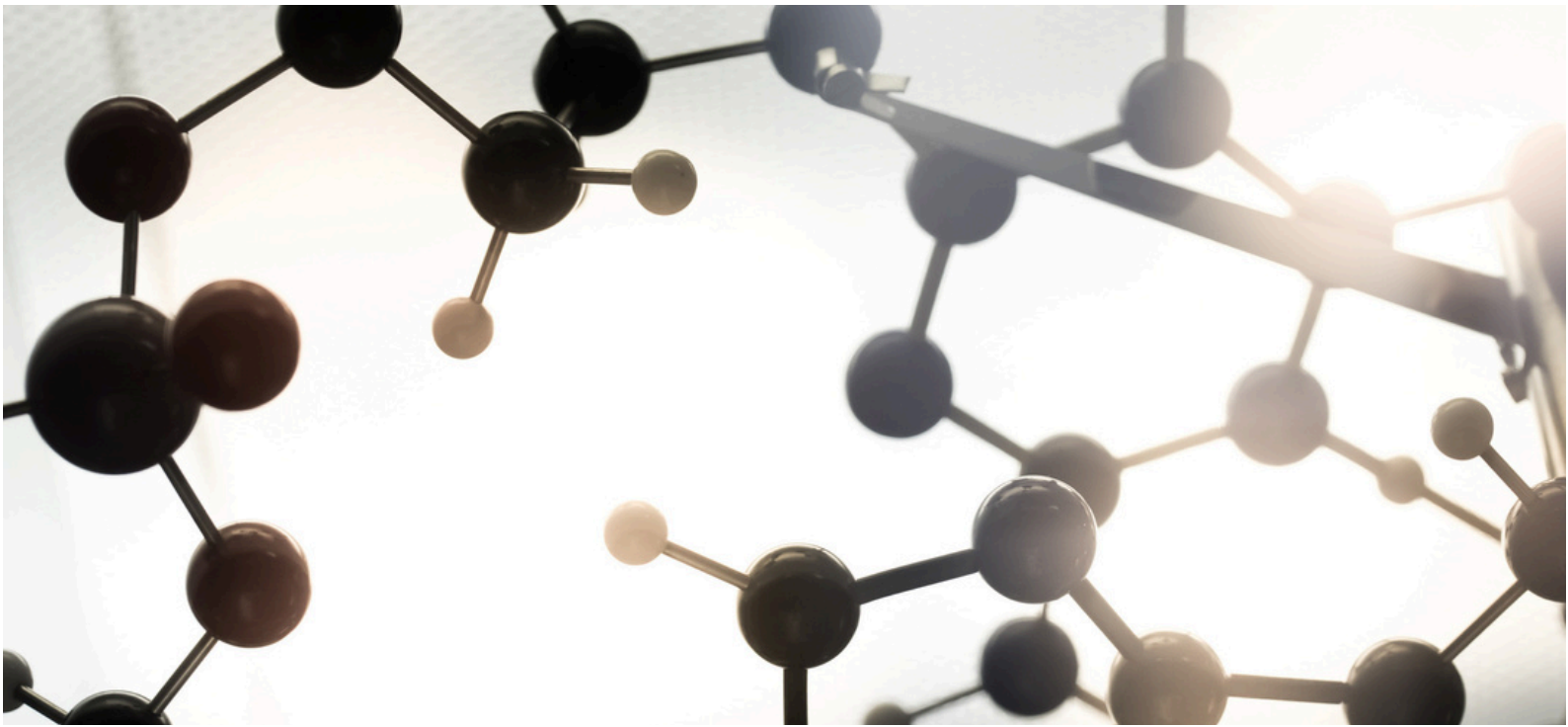
At Telcotank, we understand the importance of flexibility, which is why we offer a team of experienced professionals who specialize in every aspect of business – from the start-up phase to full-blown, multi-continent conglomerates. Our team has the knowledge and expertise to help your business thrive at every stage of its life cycle.

## Experience

Telcotank's core focus areas are Marketing and Sales, and we are continuously examining the work processes and company structures related to these fields. We also take into account the optimization of existing resources, which involves restructuring the org charts of many of our partner businesses. This includes the creation of task definitions and reporting processes. Our company ensures that the restructuring process aligns with market needs, conditions, and competition.

## Highlights

1 Marketing, 1 Sales, 3 Corporate Services departments restructuring 4 outsourcing operations  
Up to 250% performance increase



Strategic Implementation Services

# Business Entry Model

We design business entry models to pinpoint opportunities that will extend our customers' business





## Approach

To enhance their competitive edge, businesses frequently need to forge collaborations with entities in complementary sectors. Our services encompass the design and configuration of the optimal business model, coupled with comprehensive analysis and implementation of requisite processes throughout the collaboration lifecycle. Additionally, in certain scenarios, forming joint ventures (JVs) becomes essential for businesses seeking expansion into new geographic territories and markets.

## Experience

Multi-sector mobile solutions, including marketing applications for agencies, payment systems for financial institutions, and strategies for enhancing revenue channels and retention rates in service providers through youth and business community initiatives. This also encompasses convergence projects across various platforms. Additionally, we facilitate entry strategies for ultra-luxury retailers looking to expand into the GCC region, emphasizing a broad, industry-agnostic approach.

## Highlights

Business volume of 10 million USD with 2 major banks within the first year of collaboration

Business volume of 50 million USD yearly with 20 agencies

IGCC entry strategy for a luxury retailer

Deep tech entry strategy for European company to enter US and Middle East Markets



Strategic Implementation Services

# Turn Around Implementation

We deliver solution packages to dispose of the analyzed problem in phenomenal time scales





## Approach

Reacting to Competitive Market Conditions: Emergency Action Packages for Businesses In today's competitive marketplace, businesses may require emergency action packages at any given moment. Our team is equipped to respond promptly to such needs by implementing emergency tactical maneuvers to stop any losses and plan strategic action points to address the problem areas. We provide experienced teams who are sent to the field to start working on solutions with the utmost diligence.

## Experience

Prominent company, a leader in its market, faced a challenging phase where it struggled to respond effectively to customer needs. This resulted in a concerning trend of losing customers to competitors for 11 consecutive months. In response, Telcotank implemented an immediate and strategic campaign, employing innovative communication methods. This approach not only caught the competitors and the market by surprise but also successfully reversed the declining trend, leading to a positive customer acquisition balance.

## Highlights

Business volume with 2 major banks within the first year of collaboration

Business volume of 100 million USD yearly with 20 agencies

IGCC entry strategy for a luxury retailer

Deep tech entry strategy for European company to enter US and Middle East Markets