



The Power of Amplifier Consulting

| Whitepaper

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Why Amplifier Consulting?

Telco Complexity

Today's telecoms businesses are notoriously complex. They are constantly balancing a web of intricate networks, software, hardware, consumers, business partners, vendors – and more.

On top of that, telcos have been preoccupied by the new trends they need to navigate, including soaring mobile growth, the explosion of digital services and products, and the convergence of the cable and content world.

As a result, many telcos have been left spinning with possibility that distracts from more immediate issues, like customer experience.

The Case for Consulting

Consultants can be an invaluable tool for helping telcos succeed in their industry.

Many telco leaders spend a lot of time concentrating on their organization structure, and are hyper focused on moving, contracting, expanding and shifting resources in response to the changing nature of their core business.

By concentrating so hard on immediate results, it can be difficult to think outside of the box and plan for the next year, or next decade.

Additionally, operators' management bases tend to operate in only one country. With this physical divide, leaders often miss experiences and best practice that happen in other corners of the world, and as a result, find it difficult to see viewpoints that are outside of their day to day.

Soliciting a fresh, outside perspective is the easiest way to solve these problems and address the age-old conundrum “You don't know what you don't know”.

Amplifier Consultants

The case for consulting may be clear, but choosing the right consultant is even more important. For telcos, this means choosing a consultant who specializes specifically in their industry.

Maplewave's award-winning Amplifier consultants have influenced telco retail in 26,000 stores across over 60 countries in all continents. As telco specialists, we intimately understand telco's sales strategies and retail models better than anyone on the planet. We leverage our industry knowledge, solutions and partnerships to overcome any challenge while vaulting our clients to the top. With experience that spans nearly every aspect of telco operations, we can solve almost any challenge.

If you're struggling to remain competitive, or are just trying to understand what comes next, Maplewave's Amplifier consultants can take your business to the next level.

The Amplifier Process

We describe Amplifier as an immersive consulting experience. No matter the project, we intimately learn what makes your business tick. Through meetings, onsite visits, and market analysis, we will formulate a complete picture of your business, identify your pain points, and shed light on any unrecognized opportunities. At the end of every project, we identify quick wins and long-term goals so our clients have immediate and long-term goals to work toward.

As global experts in deploying and delivering large-scale enterprise software solutions, we have a unique perspective on what works in your corner of the world. Our experts can help with any aspect of your business, whether that means reviewing your integrations and inefficient processes, or considering your EPC strategy and how new products go to market. Our goal is to become a partner in your success, and help you achieve your ROI.

Our Specialties

Retail Performance

Your retail environment can make or break your business. It is the face of your brand, and where you interact with your customers most. If it's not performing well, you're not performing well.

We start by reviewing all aspects of your current store design, from branding through to marketing, for a complete assessment of how your stores look, feel and perform vs your competition.

We also evaluate your customer experience by examining the pain points your customers encounter during their visit, how they interact with products in-store, and your general merchandising approach.



Lastly, we assess the speed and effectiveness of your systems and in-store technologies, how these affect your transaction times, as well as your performance in relation to global standards.

Supply Chain & Logistics

Poor inventory control is a double-edged sword; either your customers leave empty handed, or on the other extreme, you carry too much inventory and tie up precious operating capital. We can help you find the balance that leads to profitability.



We start by evaluating your processes, systems and products to identify ways to improve your forecasting and replenishment over the long term.

Next, we help release working capital by putting the right systems and processes in place, so the right stock is always in the right place at the right time.

We also conduct a full evaluation of your supply chain, including third-party logistics services and device lifecycle solutions, to identify quick wins and long-term improvements that maximize your ROI.

Digital Transformation

The transition from a Communications Service Provider to a Digital Service Provider is long road, seemingly without end. Legacy investment into old technology complicates the way forward, and a multitude of vendors provide solutions that promise the earth. Investing in digital experiences will be the key to telco's success.



We start by helping you understand the key trends we see globally, and what telcos are trying to achieve with their next-generation system stacks.

Next, we explain the post-omni-channel world where there are no channels and customers are free to transact wherever they like (with a consistent customer experience, of course). We will help you tap into this new paradigm by introducing self-care apps, kiosks, etc.

We then evaluate your current system infrastructure and provide real recommendations for future direction.

Customer Experience & NPS

The drive for enhancing your customer experience is closely tied to financial performance. In today's hyper-sensitive world, your customers' experiences can make or break your business.



We start by reviewing your current touchpoints and customer journeys, including how the channels are working together to deliver your current customer experience flow, and which parts are broken/missing.

Next, we identify how your frontline staff are supporting your experience goals, as well as how your HR, training and employee engagement plans directly influence your customer experience results.

We also present the best practices from telcos around the world, including monitoring and measurement methods that are directly tied to compensation, so the right results are rewarded.

IT Architecture

Your systems are like a car engine; the right parts working together can give you a finely tuned machine - but trying to piece together old and new parts can leave you with performance gaps.



We start by evaluating what your current IT ecosystem is delivering for you right now, as well as the gaps and experiences it is falling short on.

Next, we explain how your world of vendors and systems is coping with the move towards open APIs and a tightly-governed telco structure that (paradoxically) allows freedom and ease of development.

We also examine how 'The Cloud' and modern security methods can protect you from data breaches and save you money in the longer term.

Our Process

Our proprietary Amplifier process can be described in 4 phases:

- **Immerse:** We start by completely immersing ourselves in your business. We visit your locations, talk to your people and understand your pain points.
- **Inform:** During our visits, we gather information to paint an informed picture of your business that's based on what we observed in your locations. This includes everything from footfall to customer experience, inventory controls and executive-level reporting.
- **Initiate:** Next, we deliver a comprehensive initiation report that identifies the pain points in your business as well as a host of easy-to-implement recommendations.
- **Integrate:** We integrate solutions that leverage your organization's point of difference and culture. These include "quick wins" and cross-functional projects, right through to a list of strategic and directional goals for the next 3-5 years. Our recommendations are built on real data that will produce measurable initiatives and generate a positive ROI.

Services

Benchmark – Telco Retail Assessment

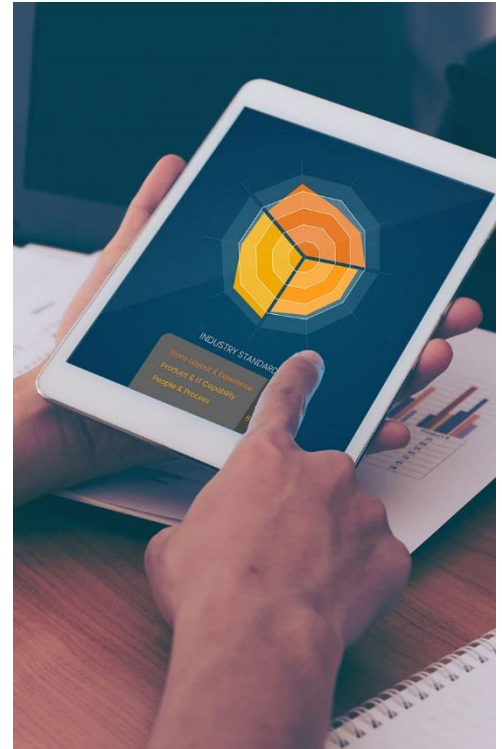
Specialized for retail, this 135-point, proprietary deep-dive assessment is the most thorough that we offer. We perform a complete evaluation of your retail performance, then benchmark the results against regional and global standards. This gives our clients a contextualized plan for how to bring their retail experience in line with global expectations – quickly.

We start with intensive onsite visits. Our consultants visit your locations, talk to your teams, and get a sense of your operations. During this time, they will complete a 135-point evaluation that objectively appraises all areas of your retail environment, from your technology and systems, to your sales staff, and processes.

Next, our consultants will take all the data offsite and analyze the results within the context of regional and global benchmarks.

Lastly, you will receive a 100-page comprehensive report that details the outcome of the assessment. This will present:

- Your strengths and weaknesses.
- How you stack up against regional and global players.
- ‘Quick wins’ that will have an immediate impact.
- Cross-functional projects for the next 6-12 months.
- Long-term strategies for the next 3-5 years.



Optimize – Comprehensive Telco Consulting

With our classic “10 Days to Greatness” process, we focus on your pain points and give you a 3-year strategic roadmap, full of real, actionable recommendations that move you quickly toward your goals.

We can consult on a number of areas, including Supply Chain & Logistics, Digital Transformation, Customer Experience & NPS, and IT Architecture. We can also use this package to examine Retail Performance if you desire a more high-level approach than the Benchmarked Retail Assessment.

After selecting an area of focus for the evaluation, our consultants will immerse themselves in your business to understand your pain points. They will visit your locations, talk to your teams, and get a sense of your operations.

Next, we present our findings in a detailed report, which has an average of 25 recommendations per engagement. The report includes:

- Your pain points and future threats.
- ‘Quick wins’ that will have an immediate impact.
- Cross-functional projects for the next 6-12 months.
- Long-term strategies for the next 3-5 years.



Unbundled Services

We also offer a variety of individual services. These are perfect for smaller projects, quick check-ins, or can be added on to a package.

Brand Perception

How is your brand perceived by your customers and the world at large? Our Brand Perception services help put your best foot forward.

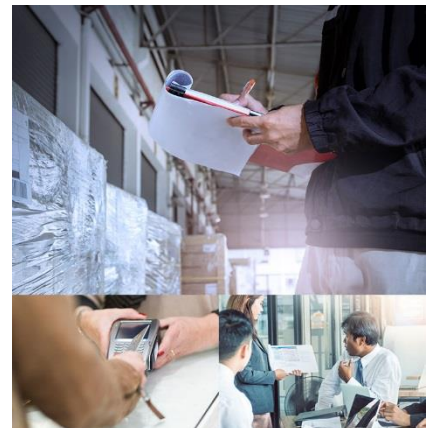
- Store Layout & Design
- Competitor Analysis
- Customer Experience
- Mystery Shopping / NPS Measurement



Operational Efficiency

Your telco operations involve a lot of moving parts. Are they working effectively together? Our Operational Efficiency services help everything run smoothly.

- In-Store Merchandizing Execution
- Staff Training
- Supply Chain & Logistics
- In-Store Compliance
- Time & Motion



Project Execution

Driving a large project to completion can be a challenging task, especially if you don't have the right resources. We can help take you over the finish line.

- Project Implementation
- Project Management
- Change and Transformation
- IT Architecture
- Workshops



Proven Results

Cable & Wireless FLOW



Maplewave partnered with Cable & Wireless in 2015 to complete a total retail transformation of their stores. Plagued by crumbling infrastructure, old retail tech and a customer experience that had a negative Net Promoter Score, we provided solutions and advice that completely transformed their operations.

First, we swapped out their ageing disc-driven Point of Sale that was slowing their in-store transactions. Pre-paid transaction times fell from 15 minutes to 5 – significantly speeding up their stores.

Next, we collaborated with our partners and guided the design agency to create the best possible look and feel for FLOW's stores. The result stayed true to the natural colours of the Caribbean while providing a store experience that really wowed customers.

We mapping out all of the in-store customer journeys, and were able to resolve a big problem with in-person bill pay traffic. By implementing fast self-service kiosks, bills could now be paid

by cash, and transactions could be completed in less than a minute. This was a monumental change from the 2-3 hour lineups that were common in some markets at bill pay time.

We also guided and advised on the training for the all-important store staff, giving them a career path structure to work towards, and a refreshed induction program that really gave them the skills to make a difference.



The results speak for themselves:

- +44 point NPS swing
- +15% revenue collected
- +31% handset sales
- +50% tv packages
- +24% post pay
- +1000 customer compliments.

This is just one example of many we have completed across the globe for our clients. If you're ready to start your retail transformation, reach out today!

Summary

Whether you need help with a small project, a complete retail transformation – or aren't even sure where to start – we are ready to help.

The retail world is changing quickly, and telcos need to leverage all the tools at their disposal to remain at the top of their game.

If you're ready to get started, or just want more information, please email us at amplifier@maplewave.com.

We hope to hear from you soon!

