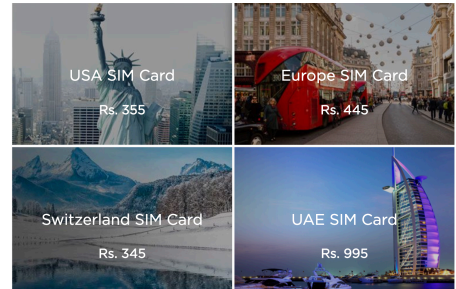


About Roam1 Telecom Limited

A niche organisation in niche market with niche product offering. The company focuses on Indian Globe Trotters (Working Professionals, Holiday Travellers, Trekkers & more). It serves international travellers across all major destinations. The products are packaged around a SIM Card. These include Data & Voice for both corporate and individual users. The company has been in this business since 2011.



Industry Challenge

Telecom industry is under tremendous stress in recent times. With mobile calls at Rs. 32.00/- & Rs. 16.00/- per minute (Outgoing & Incoming) in the beginning to today's 'Free Offers', the industry has seen it all. No wonder more private operators have closed down the business and government entities are booking losses. National operators have now entered the niche space of international roaming and created ripples in an already competitive market.

Roam1 Challenge

Niche Market: A small market becomes tougher with entry of Indian Mobile Operators with International Roaming Offers. This had a direct impact on the 'Bottom Line' and also Roam1 experience tremendous customer churn.

Direct Selling Becomes a Challenge: Traditionally a direct selling company, faced a challenge of losing enterprise customers and this had a direct impact of 'Top Line'.

SmarrtGrid Solution: Sales Process Management

We deployed End to End Sales Process Management Model that comprises of 30 Field and Inside Sales Teams supported by a Dedicated Database Team.

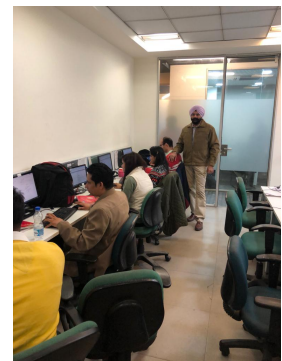
A parallel Digital Marketing Team comprising of Digital Lead, Graphic Designer & Content – SEO specialist was also set up, to work with Direct Sales Team.



Yearly Sales Kick Off

Field Sales & Inside Sales Alignment

- 30 sales territories || Inside & Field Sales created.
- Supported by Database Mining, Segmenting & Massaging Team.
- Marketing Coverage by Enterprise Class Digital Marketing



Database Team in Action

Sales Territory Management, Inside Sales 3.0 & Digital Marketing Integration:

- Developed a quarterly sales territory management.
- Deployed the A.D.R model for better enterprise account management.
- Inside Sales 3.0 : Initiated the virtual sales process.
- Active Use of Social Media & Other Professional Social Platforms to seed info with Enterprise contacts.
- Existing digital presence and initiatives integrated



Digital Marketing Team

Outcome:

Roam1 Telecom Limited has already started winning back the accounts and also developed a healthy sales pipe for the coming quarters. SmarrtGrid provides services around weekly, monthly and quarterly business reviews for Direct Sales, Inside Sales and Digital Marketing. SmarrtGrid also provides on the floor Call Quality Monitoring Services with live barge in and weekly call recordings analysis.

SmarrtGrid & Roam1 Team:



Field & Inside Sales Team



Database Team

This case study is for information purposes only. It showcases our capabilities and how our clients benefits from our services.