



Case Study: Bharti Airtel Limited

B2B & B2C Database Solutions

Client: Bharti Airtel Limited is an Indian global telecommunications services company based in New Delhi, India. It operates in 18 countries across South Asia and Africa. Airtel provides GSM, 3G and 4G LTE mobile services, fixed line broadband and voice services depending upon the country of operation.

Challenge: Bharti Airtel Limited was unable to reach out to the non-airtel user base in Tier-1/2/3 across PAN India and the threat was from the onslaught from major players such as Vodafone, Idea, and the state-owned Bharat Sanchar Nigam Ltd (BSNL). & Docomo etc and the state-owned Bharat Sanchar Nigam Ltd (BSNL). Airtel was witnessing a major deterioration in revenue and consumer base. Lack of qualitative marketing database was putting Airtel on back foot while competing with its major competitors also low penetration account in SME's and in major scales .

Strategy:

- Once briefed, we strategically fetched a contact level detailed database of 3 million B2C records & 2.5 Lac B2B accounts likely prospects Tier-1/2/3 across PAN India. The model increased the conversion rate of Database Procurement Campaign.
- Respondents were to be directed to a dedicated campaign landing page, planned follow up, and telesales executives. Region-wise lead assignment to client sales managers on a weekly basis and taking weekly feedback on leads assigned.
- Analysis of lead feedback received from the client regional sales manager. This included tracking the number of leads closed, accepted (in funnel), pending for validation by sales team of client.

Result: Value prospect delivered the project at a shorter time span than committed. Our relationship with the customers got strengthened because the quality of data we delivered.

