



Wireless Telecom Offerings for Enterprises- A CSAT Survey

-For Market Follower in Telecom Industry space, Jan.-Feb 2010

What is the difference between a Market Leader and a Market Follower? Who is a Market Challenger? What strategies need to be adopted by a Follower to graduate to the position of a 'Leader' in a given market?

How do consumers in the institutional segment perceive Airtel's enterprise solutions vis-à-vis. TTL's (Tata Teleservices Ltd.) offerings?

Why did TTL do a CSAT (Customer Satisfaction Survey)? Were the insights from the survey used to frame marketing strategies to attack the Market Leader?

How do BuSiBeeS bring forward the learning from this project to marketing concepts discussed in the classroom?

Discuss with ProBeeS....