



**Tech  
Mahindra**

**Enabling a Leading  
British Telco Achieve  
53% Increase in Sales with  
Outbound Acquisition**

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**CASE STUDY**

## OVERVIEW

Customer acquisition is probably the most essential business area as it has a direct impact on the revenue. Our client, a leading British telco, was finding it difficult to take the right deal to the right prospect for a successful acquisition. Tech Mahindra deployed a multi-stage strategy that optimized every stage involved, giving an average month on month increase in sales by 53%.

## CLIENT BACKGROUND AND CHALLENGE

The client is a British telecommunications major placed among the top five telecoms in the UK. It offers telecommunications and internet services, including 5G, to more than 20 million customers.

### Scope of Work

01

Lead Acquisition

03

Connect with Prospect

02

Offer Pertinent Deals

04

Customer Acquisition

- Ensure client infrastructure is ready without disruption to existing business
- Take the right deals to the right prospects
- Procure a new command line interface (CLI) for outbound acquisition queue
- Lead procurement through trusted vendors

## OUR APPROACH AND SOLUTION

### Input:

Hire the Right Fit | Innovative Training Approach | Operational Excellence | Multi-Vendor Strategy | Governance



### Output:

Net Adds with "Right Offers to the Right Customers with the Right Conversation"



## BUSINESS AND COMMUNITY IMPACT

Average increase in sales by **53%** month-on-month

Sales increased from **3%** to **45%** in 3 months

**100%** team ramp up with positive results

For more details on the solution, kindly write to us at [Connectus@TechMahindra.com](mailto:Connectus@TechMahindra.com).

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