

Developments in Wholesale Customer Interaction Strategies

Telstra Wholesale discount price: AUD 120 (+GST)

List price: AUD 250 (+GST)

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Not so long ago, telecoms service providers would only deal with their wholesale customers face-to-face, by mail, phone or fax. Customer service processes were manually intensive, and involved a lot of paper records. However, that picture has changed. Now wholesale customers are being offered powerful web portals and business-to-business (B2B) interfaces that can significantly increase the efficiency and effectiveness of interactions with their suppliers.

Wholesale customers often have a choice of which wholesalers they do business with. The quality of the customer service experience is an increasingly important differentiating factor, along with service availability, price and service quality. Once customers have found the services that they require, then they need to be sure that they can do business with the suppliers of those services on a long-term basis.

The quality of customer service provided by a wholesaler can make all the difference between winning (and retaining) business and losing it to a rival. Customers that perceive the customer service that they receive from their wholesale suppliers as good are much less likely to churn to alternative suppliers, particularly if they use customer portals or B2B interfaces.

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