

# A Review of Wholesaler Customer Interaction Strategies

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Evidence from a wide range of wholesalers demonstrates how far their customer interaction strategies have developed in the last few years. Here we present a review of those strategies and a comparison of the companies' automated interfaces in the form of a series of case studies.

In a companion report published in June, Steps towards improved wholesale customer interaction strategies, we present our recommendations on how wholesalers can improve their strategies for interacting with wholesale customers.

- **Executive summary**
- **Benefits all round**
  - Customer perspective
  - Benefits to the wholesaler
- **Evolving approaches to the customer interface**
  - Increasing interface capabilities
  - All for one and one for all
    - Minimal customer interfaces
    - Multiple silo-based portals and B2B interfaces
    - Integrated customer portals and B2B interfaces
    - Powerful and flexible customer interfaces
  - Highlights of wholesale customer interaction strategies and interfaces
- **Wholesaler case studies**
  - AT&T
  - Belgacom
  - BT Wholesale
  - COLT
  - Deutsche Telekom
  - Global Crossing
  - iBasis
  - Interoute
  - Openreach
  - Telecom New Zealand
  - Telstra Wholesale
  - Verizon Business