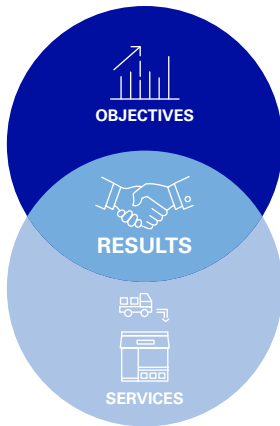


UNITED STATES

Wireless Telecommunications Retail



“Analyzed 350M customer transactions to determine client customer profile and created demand-based sales forecast model”

Services

Strategy and Analytics
Leadership/Oversight
Site Selection Management

Objectives

Design and implement a process to incorporate a client data-driven sales performance model into client’s market planning exercise while ramping from nominal regional growth to accelerated national growth.

- Deploy ROS Strategic Planning and Consulting to create client customer profile and demand-based sales forecast model
- Immediately scale ROS Site Selection Management to create and manage a collaborative market planning process and execution strategy

Results

- Analyzed 350M customer transactions to determine client customer profile and create demand-based sales forecast model
- Based on results of analysis, created strategic plans for over 100 markets across country within 30 days
- Managed nationwide collaboration meetings to gain operations and other stakeholders’ approval of strategic plans
- Accelerated growth from 20 to 25 openings/year to over 110 openings/year