



Customer Focused Strategies

## Introducing CFS

The customer is at the center of all we do, as we partner with our clients to help them transform their businesses.

With our exceptional understanding of emerging trends, industry disruptors and end user needs, CFS understands the implications for your business, and helps you brace for change and embrace transformation.

Our team of seasoned professionals possesses a wide range of skill sets, real-world experience and broad industry knowledge. Together we provide innovative thinking around adjacent markets, new revenue streams, and emerging business models for our clients.

## Telecom

The telecom industry is being disrupted by new entrants – OTT players who use different business models to disrupt the roles that traditional players have held in the value chain. Add to that the rapid shift of consumers and enterprises to a mobile-centric world, where we are all constantly connected across more and more devices.

### **CFS can help telecom companies succeed by:**

- Understanding current and evolving market forces impacting business and customer choices
- Identifying adjacent markets to enter to capture market share and revenue opportunities
- Evaluating new strategies and services which address opportunities and minimize vulnerabilities
- Exploring new business and monetization models
- Anticipating disruption that is coming from all directions

## Our Approach

CFS is a management consultancy firm, specializing in Strategic Analysis, Strategic Marketing and Go-to-Market planning for clients that are wrestling with disruption or struggling with reinvention.

Each client engagement is unique and customized, but below you will find some of our capabilities and past engagement experiences in the three areas:



## The CFS Difference

CFS is unique among management consultancy or marketing consulting firms in that we:

- Bring the “voice of the customer” to every project we do
- Provide “Big 5” consulting firm quality at an affordable price
- Employ seasoned, experienced professionals who work on the project from start to finish
- Help our clients design the strategy and live the implementation
- Deliver deep marketing expertise combined with extensive cross-functional experience provides unique perspective to customer engagements
- Are flexible, agile and nimble in all aspects of the partnership
- Report on weekly accomplishments, expenditures and next week’s objectives

## Our Clients and Engagements

CFS has extensive experience in both B2C and B2B markets with a rich set of client reference cases. We have worked with a range of companies, from start-up organizations to Fortune 500 companies. We are often engaged as an on-going strategic partner and have worked with one client continuously for 13 years.

CFS’s client list is impressive - numbering nearly 30 businesses in various industries. A subset of our customers includes: Cingular (now AT&T), Comcast, Cox, Ericsson, Equifax, First Data, Knology, Microsoft, Nextel (now Sprint), Numerex, T-Mobile, Qualcomm, Qwest, SafeHarbor, Verizon, Vonage

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