

Business Development

New Business Identification Study

Problem: A telecommunications carrier was seeking a way to estimate total market demand for its new transmission service and target the largest eligible customers within a specific geographic territory. Additionally, the client wanted detailed company profile information on the ranking customer base using an objective criteria to predict demand for its services.

Solution: NVR provided research which ranked the top 100 eligible customers of the firm's services in descending order. It was necessary to profile each prospect by total number of lines, sites, T-1 access, switch-type, budget, growth projections, planned T-1 lines for years 1-3 and sponsor name recognition in order to rank the relative strength of the customer. As a result of the information provided by NVR, the sponsor achieved a dramatic two-month payback on the project.