

iReach Market Research in TeleTech

iReach experience and expertise in the Telecoms and Technology Sectors



www.ireachinsights.com

iReach Industry Expertise - Telecoms and Technology Sectors

iReach has built up significant experience and expertise in the Telecoms and Technology (TeleTech) sectors having completed a wide range of successful market research projects for clients in Ireland and the UK. Projects have ranged from detailed market segmentation, sales strategy, integration and re-branding, revenue gap analysis and market intelligence.

iReach is unique in our ability to support research projects across Consumer Segments in ROI and NI as well as being able to support analysis of business segments by company size in industry sectors.

iReach can bring this experience and expertise to your organisation to support Deeper Insights from Better Research. Using the most appropriate research techniques across Qualitative and Quantitative methods, our prescriptive approach ensures we deliver actionable plans and strategies to our clients in the TeleTech sectors.

Key Benefits:

- LEARN how to profit from iReach access to Primary and Secondary research in the Telecoms and Technology sectors in the UK and Ireland.
- RECEIVE impartial insights, clear action items from iReach Analysts to enhance business performance.
- APPRECIATE the true 360 degree view on research problems that was previously unavailable to you. This view is provided for many business areas including Sales, Marketing, Product Development as well as Call Centres for Sales and Customer Support.
- BENEFIT from unbiased research, analysis and advice, backed by proprietary market intelligence from iReach experts.

- ACQUIRE the knowledge of the Telecoms and Technology sector from iReach on best practices across all Industry sectors.
- MAXIMISE the value of research from iReach in gaining an insight and understanding of strategic business issues in a cost effect way.

Integration and Re-Branding

Supporting major Global Technology and Services provider in UK and Ireland to support new messaging and re-branding following the integration of different technology and business units. Using a mix of Qualitative and Quantitative methods.

Market Segmentation:

Providing major international Telecom Provider with detailed market segmentation of the Irish marketplace to identify revenue and new product opportunities across SME and Enterprise.

Customer Retention:

Quarterly trackers and consulting advice on measuring churn and support new retention strategy of fast growing Telecom provider. Also manage Customer Satisfaction Trackers using quantitative and qualitative in-depth methods.

Competitive Analysis:

Strategic engagement to provide detailed analysis and market intelligence of competitive landscape and likely strategic sales and marketing strategy for client.



Inspiring knowledge

iReach Market Research is the only agency in Ireland to have built our own research panels of 15,000 adults consumers and 5,000 business decision makers in ROI and a further 5,000 adult consumers in NI.

These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

-  Monthly Omnibus
-  Online & CATI
-  Focus Groups & IDIs



For more details:

Please call Ciara Shaffrey on:
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iReach Market Research is a full Agency in Ireland covering all methods and techniques.

See more:

www.ireachinsights.com