

Telemark  
Technology Marketing





ocean

Outstanding Customer Experience Analysis & News





ICT Benchmarking Customer Satisfaction			
 <b>CRUISE</b>	Reports that profile and compare ICT service providers based on user experience of product, care and value.	<b>Date</b>	
<b>Advance Preview</b>	One page summary of your main highlights	Jan-	Aug-
<b>Web Highlights</b>	Summary of your highlights for web page display	Jan-	Aug-
<b>Executive Briefing</b>	Recommendations to top level managers	Jan-	Aug-
<b>Service Supremacy</b>	Detailed analysis of customer care, value and quality	Feb-	Sep-
 <b>OCTOPUS</b>	Reports that predict future competitiveness based on user declaration of purchase intent and overall customer satisfaction	<b>Date</b>	
<b>Crystal Ball</b>	Predicting user steadfastness and world class	Jan-	Aug-

Brand dataVPN service providers			
 <b>CRUISE</b>	Reports that profile and compare network service providers based on top of mind, prompted and unprompted recognition and brand appeal.	<b>Date</b>	
<b>Advance Preview</b>	One page summary of your main highlights	Feb-	Aug-
<b>Web Highlights -</b>	Summary of your highlights for web page display	Feb-	Aug-
<b>Brand Appeal</b>	Global, regional, and key country dataVPN assessment	Feb-	Aug-
 <b>OCTOPUS</b>	Reports that predict future competitiveness based on brand appeal and satisfaction with sales personnel.	<b>Date</b>	
<b>Crystal Ball</b>	Predicting success at new client acquisition	Feb-	Aug-

### About OCEAN

Telemark's OCEAN (Outstanding Customer Experience Analysis & News) helps you gain a view of best practice and insight into customer perceptions for three topics: ICT (Information and Computer Technology) Brand and Data VPN. It also shows how competitors compare with one another against benchmarks ranging from acceptable to outstanding performances. Reports are updated at six monthly intervals. The distinguishing feature of the analysis is that it is based on voice of the customer responses to scorecards and questions about their experiences and future plans.

dataVPN Benchmarking Customer Satisfaction			
 <b>CRUISE</b>	Reports that profile and compare service providers based on user experience. Categories are: Network Operation, Network Installation; Meeting Requirements; Customer Support; Pricing; and Billing.	<b>Date</b>	
<b>Advance Preview</b>	One page summary of your main highlights	Feb-	Aug-
<b>Web Highlights</b>	Summary of your highlights for web page display	Feb-	Aug-
<b>Points of View</b>	Anecdotal customer comments	Mar-	Sep-
<b>Executive Briefing</b>	Recommendations to top level managers	Mar-	Sep-
<b>Priorities for Improvement</b>	Areas of focus to increase customer satisfaction	Apr-	Oct-
<b>Customer Experience</b>	Detailed global analysis from bid to bill	Apr-	Oct-
<b>Raising the Bar</b>	World best achievements	Apr-	Oct-
<b>Great Expectations</b>	Analysis of customer priorities	May-	Nov-
<b>Strive for Five</b>	Delighting customers	May-	Nov-
<b>Movement Analysis</b>	Changes over time	May-	Nov-
<b>Asia Pacific</b>	Key providers assessed	May-	Nov-
<b>Europe</b>	Key providers assessed	May-	Nov-
<b>Latin America</b>	Key providers assessed	May-	Nov-
<b>North America</b>	Key providers assessed	May-	Nov-
<b>Regional Performances</b>	Comparative analysis of global operators	May-	Nov-
<b>PTT Analysis</b>	Incumbents strengths and weaknesses	May-	Nov-
 <b>OCTOPUS</b>	Reports that predict future competitiveness based on user declaration of purchase intent and overall customer satisfaction.	<b>Date</b>	
<b>Crystal Ball</b>	Predicting user steadfastness and world class	Feb-	Aug-
<b>Win, Keep and Nurture</b>	Assessment of likely organic growth	Mar-	Sep-

### About Telemark

Telemark is a fast growing marketing services firm offering consultancy, publications and online analysis with proven expertise in measuring customer satisfaction, competitive analysis, benchmarking, trend analysis, channel management, new product development, demand estimates, branding, tariff analysis, and business strategy, exclusively within the telecommunications and IT sectors. An experienced team has decades of independent marketing research experience. Telemark is often the first-choice supplier for many organisations with a requirement for international market research covering technologies such as VoIP, convergence and hosting applications.