

# Pepephone

Approaching new ways of  
doing Telco



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**What was needed?**



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Industrial corporation wants to launch new business leveraged by a different type of customer orientation with a clear, simple and honest business model. In the telco business they find the perfect vehicles for bring this new concept to market.

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## Our challenge



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## Our challenge

- Flee from traditional approaches, questioning everything that had been done in the sector up to that time.
- Create a carrier from scratch in a record time of 9 months with the highest standards of quality consistency.
- Convey a credible message to the market, replacing large-scale investments in marketing with the opportunity to surprise potential clients with a digital dialogue in social media and word-of-mouth

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## Impact

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- We created a unique, fully integrated launch team that did not adhere to consulting standards, rather promoting maximum horizontality and agile decision-making. This horizontality was later transferred to the organic structure underpinning the successful evolution of the carrier, which also adopted a multisectorial vision.
- We collaborated on the design of a disruptor model that incorporates two sacred maxims of customer care: transparency and reciprocity.
- We took risky decisions when it came to the technological capacity of the business, choosing agile solutions over best of breed.

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## Results



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- The mobile telephone company is now the most recognised carriers in terms of quality and customer experience and has been recognised for best practices in the sector in Europe, setting the trend among large carriers.
- It has managed to win over a high value and extremely loyal segment of customers which is constantly multiplying the company's value



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