

The BTS Telecom Business Simulation

Objective

Experience the key business drivers and challenges of the Telecom industry; learn, practice and apply the principles, behaviors and skills necessary to manage a Telecom business for success.

Audience

- Managers and employees of Telecom companies
- Sales organizations and account teams with Telecom companies as major clients

Business Issues

To successfully compete in a highly competitive and demanding global marketplace, Telecom companies must develop sales and marketing strategies that increase operational efficiency and drive profitability.

To provide solutions to clients in the Telecom industry, it is critical to have a comprehensive understanding of their business, their objectives and their challenges – those business challenges unique to their organization as well as those triggered by the industry and marketplace.

The BTS Telecom Business Simulation will enable participants to:

Articulate the key strategic and financial drivers of an Energy Utilities company

- Monitor and plan for different weather conditions to avoid interruption in power and service
- Optimize the use of the network and reduce down time

Expand transmission and distribution infrastructure to accommodate new development

- Grow capital
- Increase safety of delivery systems
- Invest in engineering and technical development

Transform the company's product and service offerings to meet changing market trends

- Identify customer needs and market trends
- Offer new products consistent with customer needs
- Invest in service levels to improve the customer experience

Grow revenues by managing the company's marketing mix

- Balance distribution channels
- Invest to raise awareness of the company's brand
- Create customer value and increase customer satisfaction

Reduce cost by implementing operational excellence initiatives

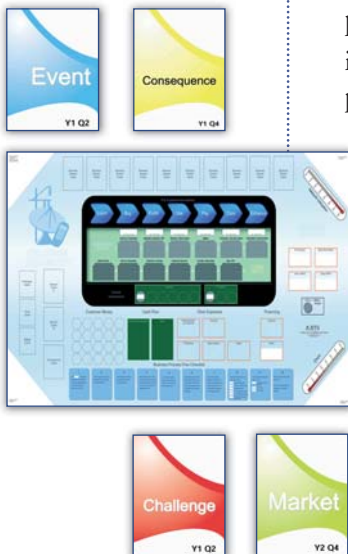
- Improve customer and regulator relationships
 - a) Invoicing

- b) Collection processes
- c) Balance O&M costs
- d) Churn ratio
- Streamline engineering and technical operations for construction and maintenance projects
- Balance operating and maintenance costs with the rates
- Reduce waste and rework in the service organization

Solution

The BTS Telecom Business Simulation is a 1-day program that introduces the key challenges and business drivers of the Telecom business. The simulation is an interactive learning experience that places participants in realistic, problem solving scenarios. Given the opportunity to reason through these situations, participants learn, practice and apply the behaviors and skills that will enable them to manage a Telecom business more effectively and efficiently. To provide a deeper understanding of how their decisions directly impact the performance of the organization and to ensure the immediate application of new skills on the job, participants receive feedback and performance analyses at the end of each simulation session or year.

The BTS Telecom Business simulation is designed to be experienced as either a stand alone learning solution or as part of a comprehensive training program. The comprehensive program includes group discussions, problem solving exercises and team activities that further reinforce the principles and skills that lead Telecom organizations to success.



The BTS Telecom Business Simulation will enable your organization to:

- Align performance goals with strategic initiatives
- Translate the key challenges of the Telecom industry into proactive forecasting and strategic decision-making
- Leverage the important drivers of profitability
- Create and deliver customer value through products and services
- Maximize operational efficiency and excellence
- Grow revenue and reduce costs through Project Management competency development
- Communicate the “big picture” awareness of how individual performance impacts organizational profitability

About BTS:

BTS partners with leading companies to accelerate change and improve business results. We are the world leader in customized business simulations and other discovery learning solutions that enable leading corporations to change, grow and succeed. BTS adds value for our Global Fortune 1000 clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales. We have additional capability in Operational Excellence & Project Management and offer an innovative Engage for Change process. BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

For more information please visit www.bts.com.

Sampling of other BTS Clients

- Accenture
- Aetna
- AstraZeneca
- AT&T
- Bank of America
- Bell South
- Boeing
- Cisco Systems
- Coca-Cola
- Gap Inc.
- General Electric
- Hewlett-Packard
- Honeywell
- IBM
- ING
- Liberty Mutual
- Liz Claiborne
- Macy's Inc.
- McKinsey
- Microsoft
- Nokia
- Philips
- Sony
- Texas Instrument
- Time Warner
- Toyota Motor Company
- Vodafone
- Weyerhaeuser