

## QUADRANT CASE STUDY

### EVALUATION



#### The challenge

Orange was active in providing merchandising and training services for its dealer and distributor channels but was uncertain about whether and how to provide the best level and quality of support, and what was required to deliver the number one solution in the marketplace.

Quadrant was selected to carry out a detailed evaluation of these services.

#### What did we do?

We conducted a full merchandising and Training Needs Analysis review in the first year and repeated the training exercise in the following year.

Our work programme involved an investigation of current and future requirements across all trade channels, including extensive head office and in store interviewing, and an evaluation of Orange's existing solutions, benchmarked against competition and reviewed against future channel needs. We concluded with recommendations and an implementation plan for a step change in the quality of services' delivery.

#### What was the breakthrough for Orange?

Merchandising and training were fully integrated into Orange's channel strategy and account planning, and trade customer case studies were developed to demonstrate quantified benefits. Customer satisfaction surveys showed Orange as the best in the industry and particularly strong on channel training.