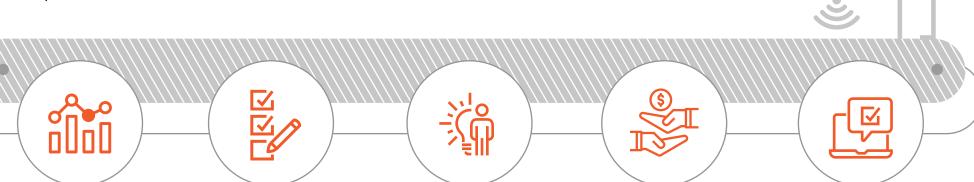


Objective

Given the global economic uncertainties triggered by COVID-19, our client, a leading telecommunications major sought to formulate an appropriate macro and microeconomic response policy to neutralize its impact on their sales outreach decisions.

In a nutshell, it wanted to:



Better understand and analyze the impact of COVID-19 across the value chain of various industries

Evaluate the resilience of these companies and their ability to bounce back to normalcy at the earliest

Leverage the findings to formulate and modify their focused target list of industries for FY 21

Zero in on the least-affected, highresilience industries to cull out the most lucrative prospects Design a productoriented sales pitch to neutralize industry-level concerns and maximize conversion rate

Approach and Solution

To arm the client with data to distill out these insights, Netscribes:



Discovered common factors/ parameters that impact business continuity across industries



Combined industry resilience parameters (to determine bounce-back ability) and regional nuanced parameters (triggered by COVID-19)



Segregated the identified parameters into subparameters to provide holistic coverage and systematic scoring



Assigned percentage weightage to each parameter and subparameter (based on the business continuity process) to derive an analytical model



Defined a scoring methodology to eliminate potential inconsistencies and adhere to a predefined framework for better standardization



Undertook scoring across industries to identify respective positions, gauge the impact, understand industry resilience, and regional nuances





Mapped the client's FY21 target list with our industry coverage for an account level view





Developed multiple modules, such as global, regional, and client-lens views to ensure minute details are visible to stakeholders

Results Delivered

Netscribes delivered

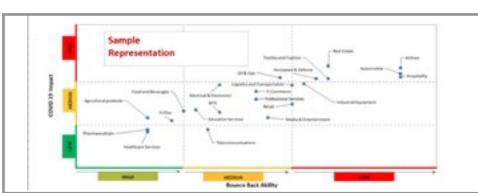


Comprehensive industry reports in the form of visual dashboards.





Granular impact analysis frameworks offering a predictive insights.



Benefits

Through this study, the client was able to:

- Understand the impact of COVID-19 across the industries they focus on, from both, global and regional points of view
- Get a holistic view of industries expected to regain normalcy faster post the pandemic, in order to plan a well-informed approach strategy
- alternative business channel

Determine ready-to-target industries based on least impact on business continuity and high-ability to adopt digital as an

Chart out the course of action for highly impacted industries and develop solutions to make their operations more effective and

drive business continuity
 Inform decisions across various departments of the client, namely marketing, strategy, regional campaigns, and sales

Uncover timely, relevant, and actionable micro and macro-level industry insights with Netscribes market intelligence solutions

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