

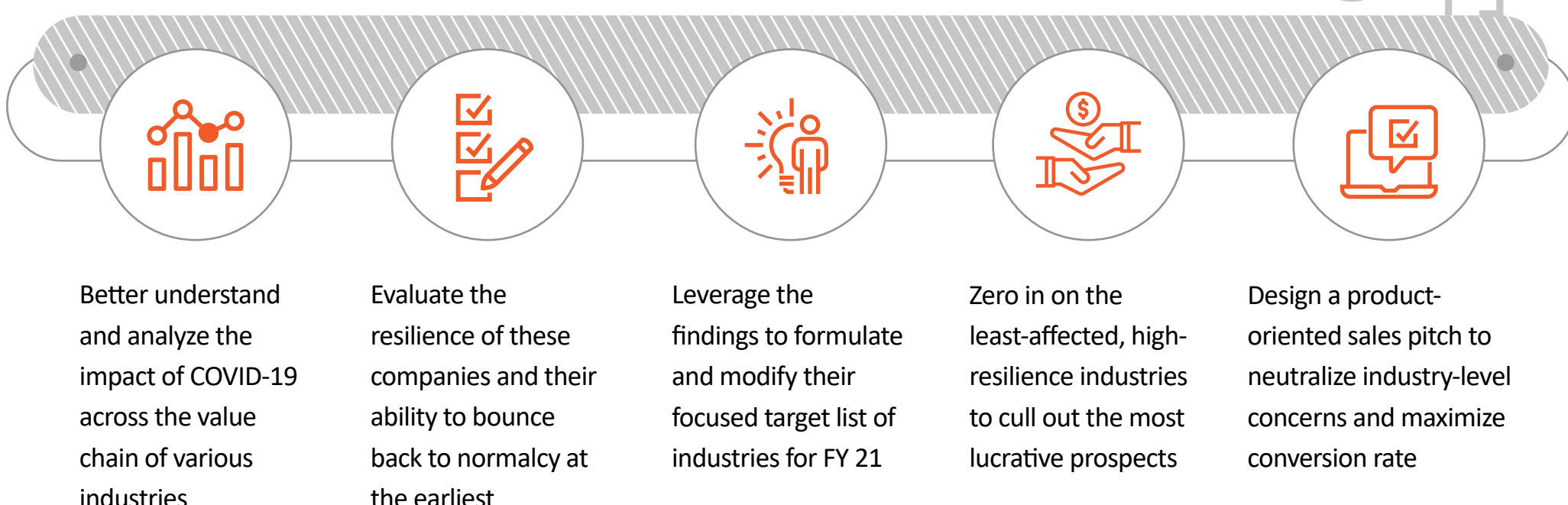
# Industry and account-wise impact analysis of COVID-19

Case study: Telecommunications

## Objective

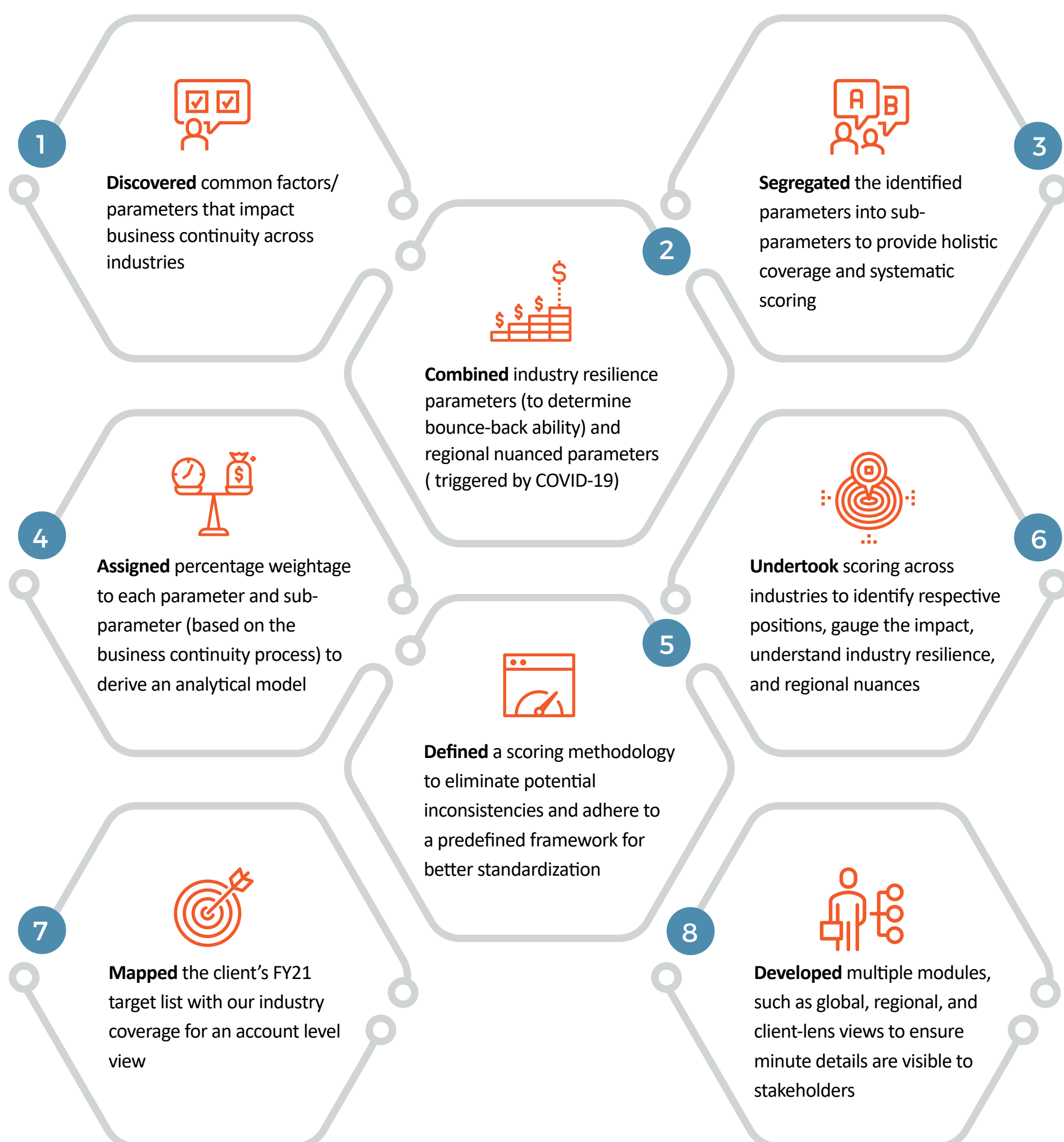
Given the global economic uncertainties triggered by COVID-19, our client, a leading telecommunications major sought to formulate an appropriate macro and microeconomic response policy to neutralize its impact on their sales outreach decisions.

In a nutshell, it wanted to:



## Approach and Solution

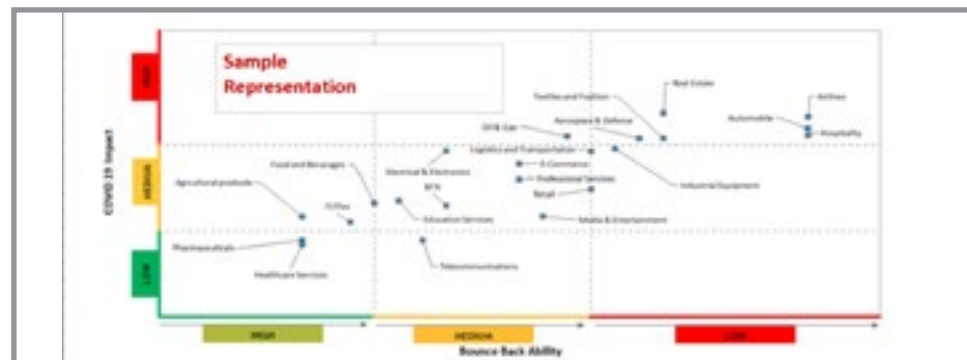
To arm the client with data to distill out these insights, Netscribes:



## Results Delivered

Netscribes delivered

- 1** Comprehensive industry reports in the form of visual dashboards.
- 2** 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
- Determine ready-to-target industries based on least impact on business continuity and high-ability to adopt digital as an alternative business channel
- 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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