

## CASE STUDY

Telecom

# Developing a high-quality database for a leading Indian telecom giant

## About the client

Our client is a multinational telecommunications services provider that specializes in 2G, 4G LTE, 4G+ mobile services, fixed-line broadband, and voice services. They are credited with developing the business strategy of the 'minutes factory' model of low cost and high volume. They have established themselves as an industry pioneer and are now the second-largest mobile network operator in India and the third-largest mobile network operator across the globe.



Employee Size  
**17.9K**



Headquarters  
**New Delhi, India**



Revenue  
**\$13B**  
(as of March 2021)

## Geographical presence:

**The Americas:** United States.

**Africa:** Kenya, Chad, Congo B, Madagascar, Seychelles, Nigeria, Africa HQ, Rwanda, Gabon, Tanzania, Zambia, Uganda, Malawi, DRC.

**APAC:** India, Bangladesh, Sri Lanka, Hong Kong, Singapore, Japan.

**EMEA:** United Kingdom, France.



## Objective and Challenge

Aiming to improve its marketing ROI and aggressively promote its corporate tailored products and solutions, the telecom provider sought high-quality prospect data. The profile for this involved executives across Supply Chain, Procurement, HR, Administration, IT procurement departments in small and medium businesses across the length and breadth of the country.

Its past experience with such database providers was quite unfulfilling, given unprecedented delays, irrelevant data quality, and expensive pricing. What brought the behemoth to Netscribes, was its longstanding relationship with us.

# Solution and approach

To help provide the client with a highly accurate and relevant database, our team of database experts took the following approach:

- We first built a marketing database using company fundamentals and other filters provided by the client.
- Once the database was approved, we then worked on data profiling. This involved a deep-dive research into domains/data requisites that needed to be culled based on factors pre-stated by the client.
- Some of the most common requisites were last name, designation, role/profile, mobile number, and email ID.
- Other details included social media profile URLs, company branch address, branch phone number.
- To qualify each contact we employed secondary research in its various methods by scouring through news articles, events, company websites, journals, etc.

Here is a snapshot of the collected data presented in a spreadsheet:

Sr. No.	Company Name	Website	Address	Employee size	Designation	Direct Number	Mobile Number	E-mail
1	Pima Controls Pvt. L	<a href="http://pima.in/">http://pima.in/</a>	8-A, New York Cor	51-200	Assistant General M	91-79-4021-0400 E	91-98980-82838	shankar.choudhary@pima
2	Pima Controls Pvt. L	<a href="http://pima.in/">http://pima.in/</a>	8-A, New York Cor	51-200	Director	N/A	N/A	shankar.choudhary@pima
3	Pharmalab India Pvt	<a href="https://www.pharmalab.com/">https://www.pharmalab.com/</a>	10/10, Vinayak Encl	51-200	Head of Supply Chain	N/A	N/A	shankar.choudhary@pima
4	Pharmalab India Pvt	<a href="https://www.pharmalab.com/">https://www.pharmalab.com/</a>	10/10, Vinayak Encl	51-200	General Manager - I	N/A	N/A	shankar.choudhary@pima
5	Line Digital Systems	<a href="https://www.linedigital.com/">https://www.linedigital.com/</a>	10th Floor, Glass	51-200	Senior Project Design	91-99252-28282	91-92952-28282	shankar.choudhary@pima
6	Line Digital Systems	<a href="https://www.linedigital.com/">https://www.linedigital.com/</a>	10th Floor, Glass	51-200	Director	N/A	N/A	shankar.choudhary@pima
7	Kintech Global Serv	<a href="http://www.kintech.com/">http://www.kintech.com/</a>	Kintech House, B-8	15-50	Deputy General Man	91-22-2831-8764	91-98250-87664	shankar.choudhary@pima
8	Kintech Global Serv	<a href="http://www.kintech.com/">http://www.kintech.com/</a>	Kintech House, B-8	15-50	Head of Business De	N/A	N/A	shankar.choudhary@pima
9	GRG Corpn Ltd.	<a href="https://www.grgcorp.com/">https://www.grgcorp.com/</a>	Survey No. 536/1	51-200	Group Chief Financi	N/A	N/A	shankar.choudhary@pima
10	GRG Corpn Ltd.	<a href="https://www.grgcorp.com/">https://www.grgcorp.com/</a>	Survey No. 536/1	51-200	Vice President - Ope	N/A	91-98874-27076	shankar.choudhary@pima
11	Comet Car Sales Inc	N/A	Turki, Katargani, Ia	15-50	Chief Financial Offi	N/A	N/A	shankar.choudhary@pima
12	Bhavin Industries	<a href="https://www.bhavin.com/">https://www.bhavin.com/</a>	Plot No. 488, Phase	15-50	General Manager M	N/A	N/A	shankar.choudhary@pima
13	Bhavin Industries	<a href="https://www.bhavin.com/">https://www.bhavin.com/</a>	Plot No. 488, Phase	15-50	General Manager M	N/A	N/A	shankar.choudhary@pima
14	Agarwal Fabrics Pvt	<a href="http://agarwalfabrics.com/">http://agarwalfabrics.com/</a>	Office No. 22/23, 1st	15-50	Group Chief Financi	N/A	N/A	shankar.choudhary@pima
15	Yataya Corporation	<a href="https://www.yataya.com/">https://www.yataya.com/</a>	Yataya Bhawan, 7/7	15-50	Director	N/A	N/A	shankar.choudhary@pima

As a result, the client was provided with a database of small and medium business executive profiles that were highly accurate, customized as per their requirement, and delivered in a timely fashion.



## Benefit

By partnering with Netscribes, not only did the telecom stalwart save on precious personnel hours, cost, and resources, they also experienced a clear surge in contact conversions - from 5-10% from their past partner to 80-90% with executive lists developed by our team.

**Power your next sales move with research-driven, high-quality, verified list building by Netscribes.**

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