



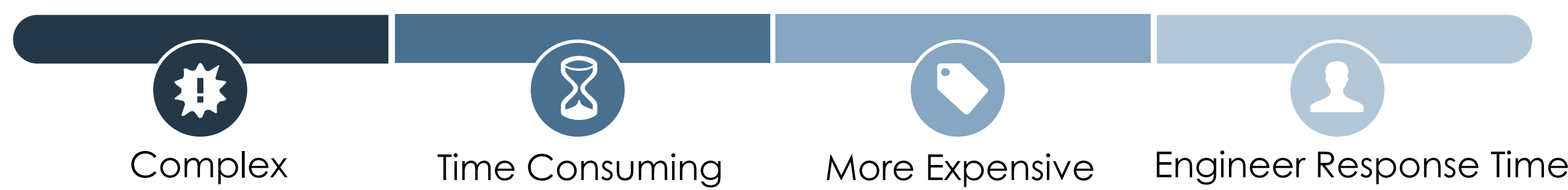
COMPANY OVERVIEW

TXT Earnestel Sdn Bhd is a subsidiary of IX Telecom group, a telecommunication service provider, and currently provides network support services to ISPs and large enterprise clients. The long-term vision for the support application is to match support engineers and enterprise customers.

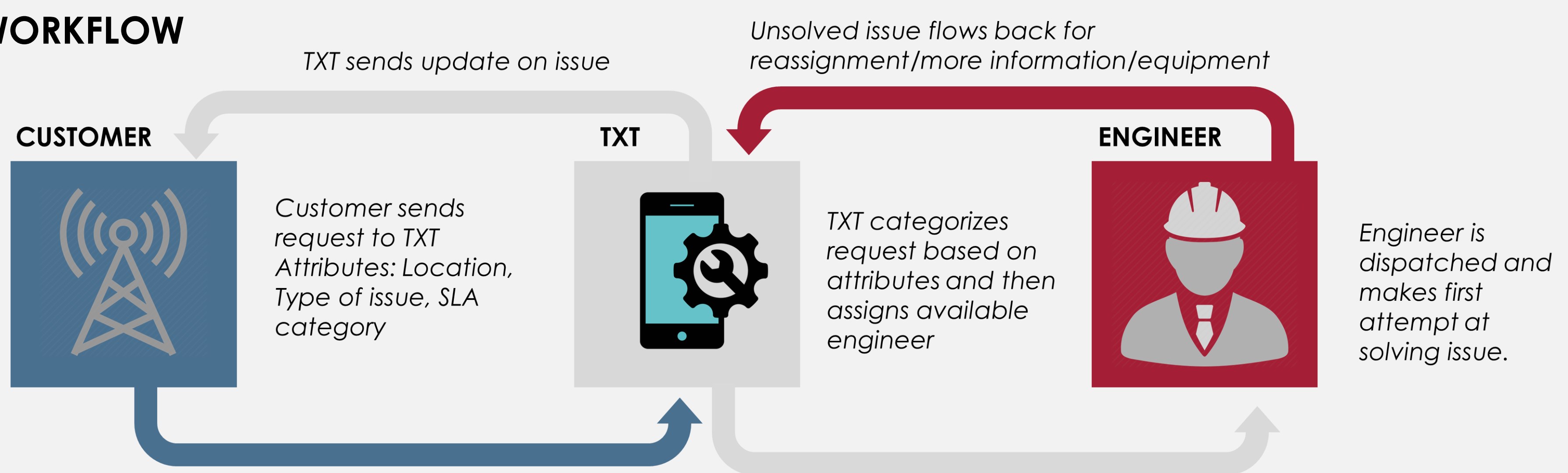
PROBLEM STATEMENT

This project aims to reinvent TXT's business by digitizing the existing process for sourcing engineers and matching them to available work. This process included constructing the business and pricing model, and marketing plan for sourcing support engineers and acquiring customers.

CHALLENGES WITH THE CURRENT PROCESS



SUPPORT WORKFLOW



SUPPORT APP

GO-TO-MARKET STRATEGY

- Build out business processes first and then engineering
- Test app with 2-3 clients before scale up
- Partner and client integration

RELEVANCE

- Must be linked with existing operational processes and maintain premium level of service
- Focus on unified experience rather than creating a marketplace

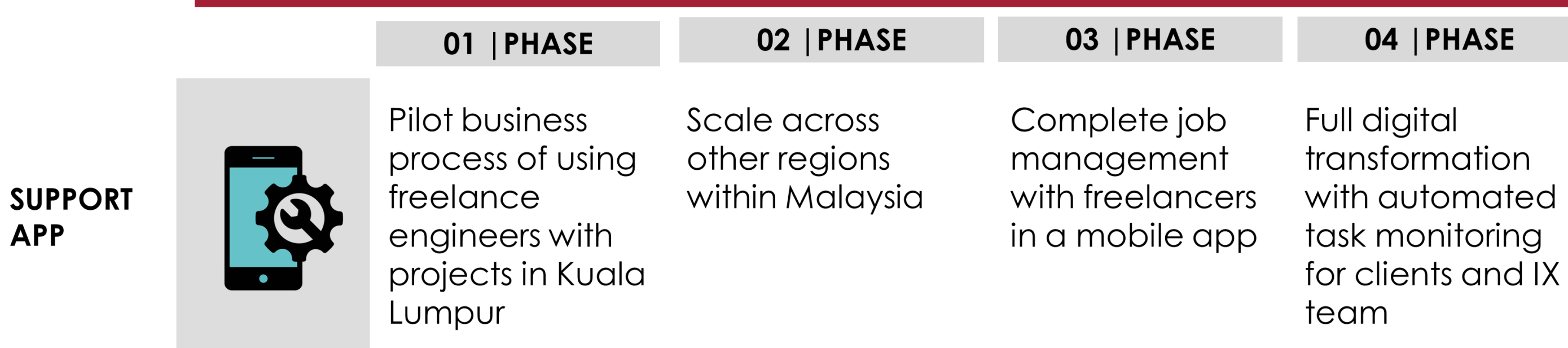
GROWTH STRATEGY

- Ensure initiative integrates with business model
- Define success metrics
- Find a champion

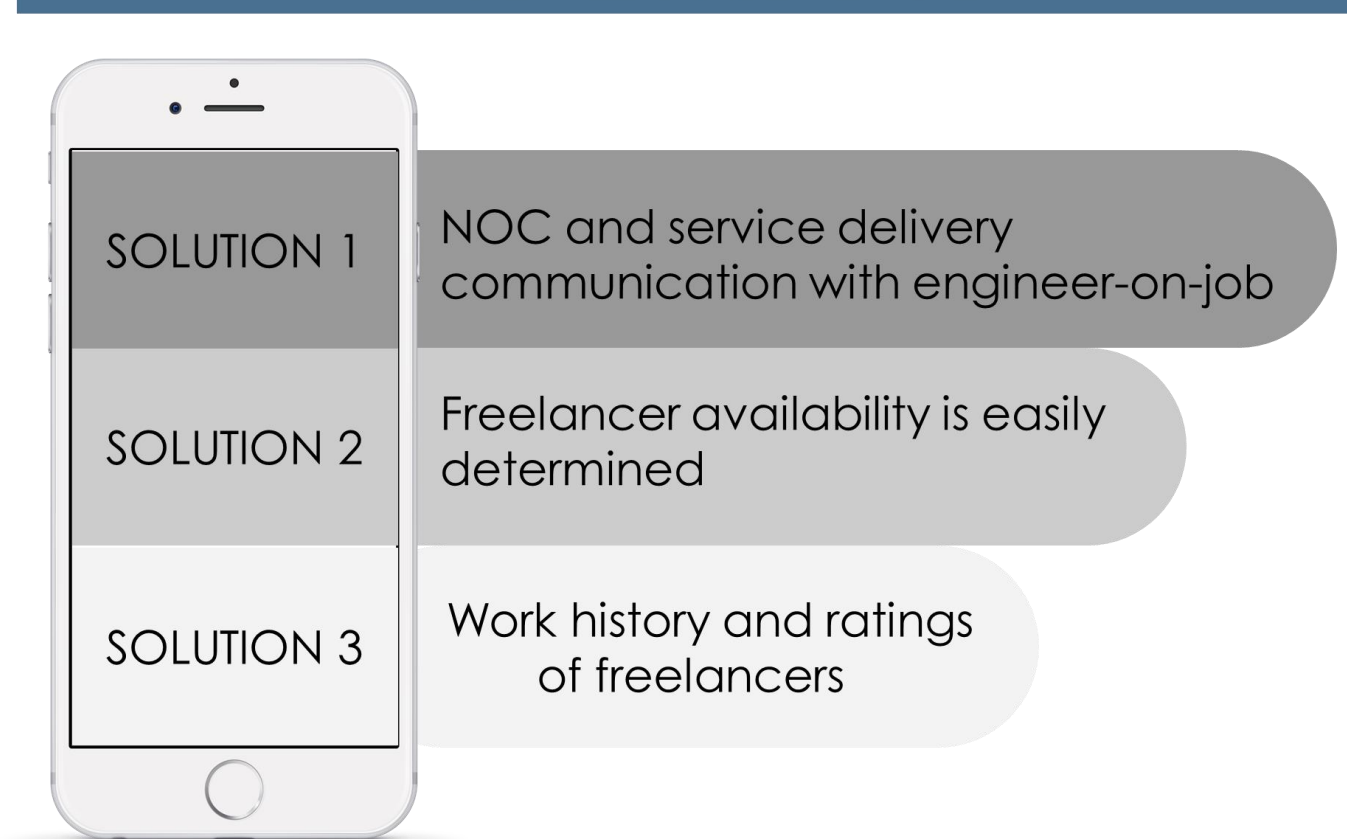
VALUE PROPOSITION

- lowering costs through using a pool of freelancers
- Fast response/dispatch
- Tighter integration for business processes

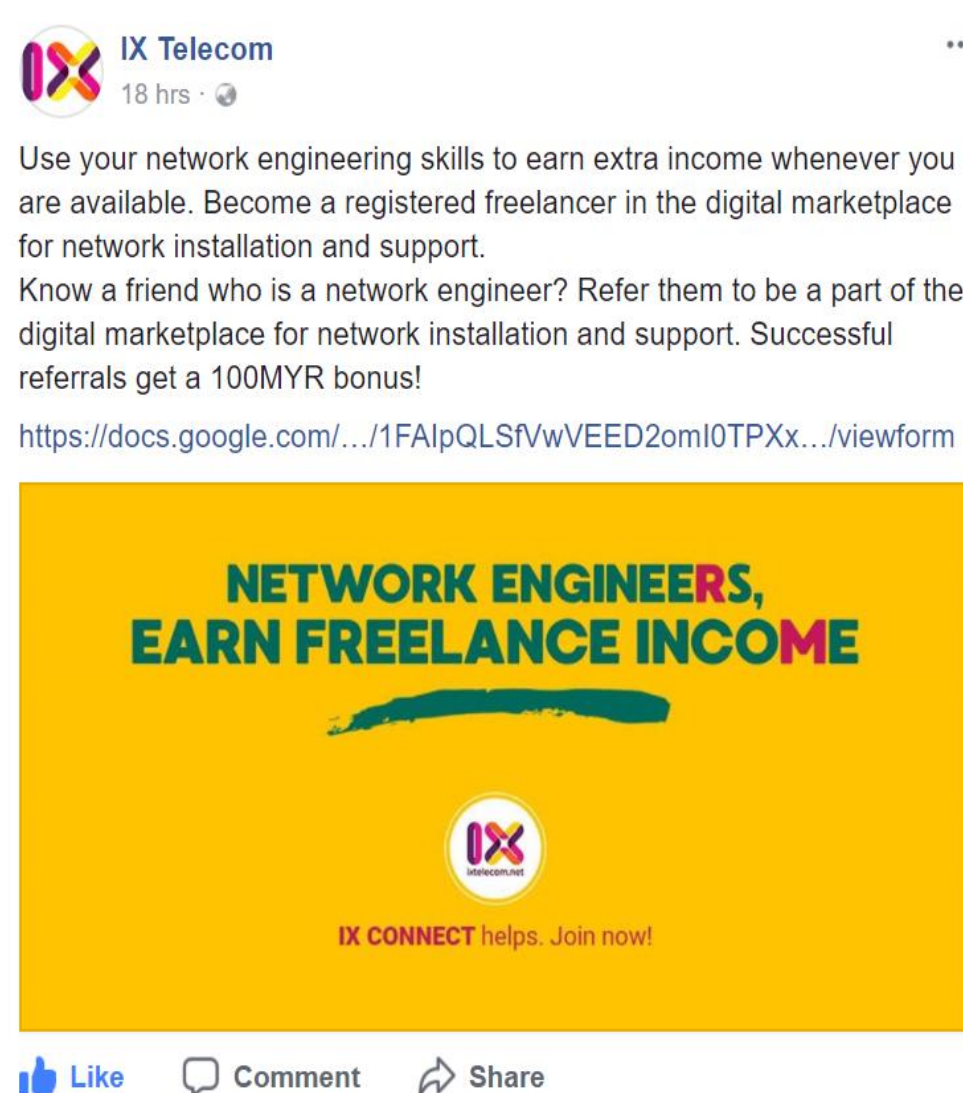
PROJECT PHASES



APP WILL SOLVE FOR



ONSITE LAUNCH: SOCIAL MEDIA CAMPAIGN RESULTS



RESULTS	LINKEDIN	FACEBOOK
Impressions	297	1688
Reach	-	135
Clicks	36	22
Conversions	9	8
Click through Rate	12%	16%
Conversion Rate	25%	36%
Cost per Click	\$2 (RM8)	RM 4.2
Cost per Acquisition	\$8.50 (RM 33.5)	RM 11.50

MARKETING RECOMMENDATIONS

- Allocate advertising budget to LinkedIn and Facebook campaigns
- Create shareable posts for different social channels
- Track key metrics

OPERATIONAL RECOMMENDATIONS

- **Revamp sales team** by switching compensation to a lower base pay and commission model and focus more on lead generation and conversion. This direct sale would be with an end user, bypassing the telecommunication partner, that TXT would usually sell to. Bypassing this layer can give TXT access to higher margins per contract.
- **Simplify product mix** for faster sales conversion. With a limited, well-defined list of offerings, TXT can aim to integrate directly with IT systems at the partner and client levels, and greatly enhance the speed of these transactions. This integration also builds in switching costs, which increases TXT's competitiveness in the telecom support market.