

# Case Study Optus World Retail Competitive Advantage ( & TMG execution )



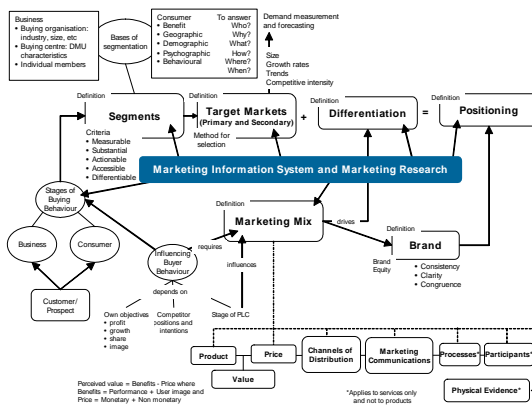
## Background

TMG approached then CEO of Optus Communications, Bob Mansfield, with recommendations about how to streamline mobile channel structures to drive cost down, customer service and sales volume up. The suggestions were well received and TMG invited to make formal presentations which lead to our being commissioned to manage the major proportion of the development of Optus World.

## Business Challenges:

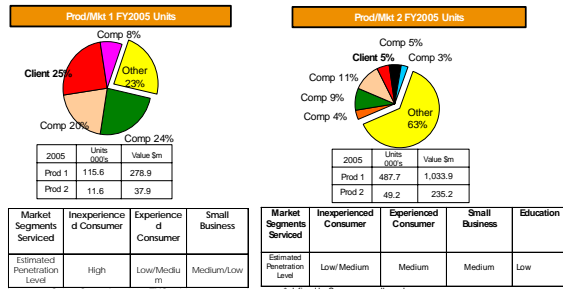
The three key business challenges that existed for TMG were:

1. To design the channel so that the customer experience matched the "yes" brand promise, but at reduced cost, yet take the leadership position in consumer adoption at this critical, high growth period in the product life cycle.
2. To manage any channel disruption so that, at the same time as the channel was being changed, significant distribution volume was gained in mobile communications 'activations'.
3. To execute [very] quickly.



## Product / Market Analysis

While competition seems balanced in product market 1, this is not the case in Product Market 2



Product Market 2 has resisted penetration by all, but we are more resisted than others. Why?

## The TMG Solution:

1. At the instruction of the client, TMG took a leadership role in the development, and establishment of the solution recommended - a business format franchise.
2. TMG project managed the design, construction and real estate leasing required to create the network.
3. TMG recruited franchisees, trained, merchandised, standards monitored and incentivised the network to deliver the required customer experience.



## Results:

1. 4 months from appointment, Optus World was launched.
2. 4 months later the first franchises opened.
3. Within 2 years, Optus World was a 100 store network.
4. Optus World provided Optus Communications as an unequivocal winner in customer acquisition for an extended period at costs within the framework of the business case.

*TMG would like to thank the many fantastic people at Optus Communications with whom we had the privilege of working over 2 years. From the CEO Bob Mansfield, to every dealer who became a franchisee and Optus employee who adapted and contributed to the success of Optus World – the experience was one to which we would say 'yes' again and again.*

