



Empowering **Telecom**
Companies to *Navigate the*
Future with **Confidence**

Telecom Industry Focus



With decades of market research experience, the KS&R Telecom Team delivers specialized insights across:



Internet



Voice Services



Mobility



Security



Video Services



IoT



Streaming Services



Cloud



Satellite



5G

Our deep industry focus ensures tailored, impactful strategies for superior outcomes.

Our Solutions

We cover the entire product/services lifecycle—from initial market research to post-launch analysis.

Brand Building

- Advertising Testing
- Brand Evolution
- Brand Health & Competitive Environment
- Customer Satisfaction (CSAT)
- Social Listening

Innovation

- Concept & Product Testing
- Message Testing
- User & Digital Experience Research
- Customer & Future Experience Research
- Ideation & Activation Workshops

Market Sensing

- Custom Research Communities
- Emotional Impact & Tension Measurement
- Journey Mapping
- Market Segmentation
- Buyer Personas

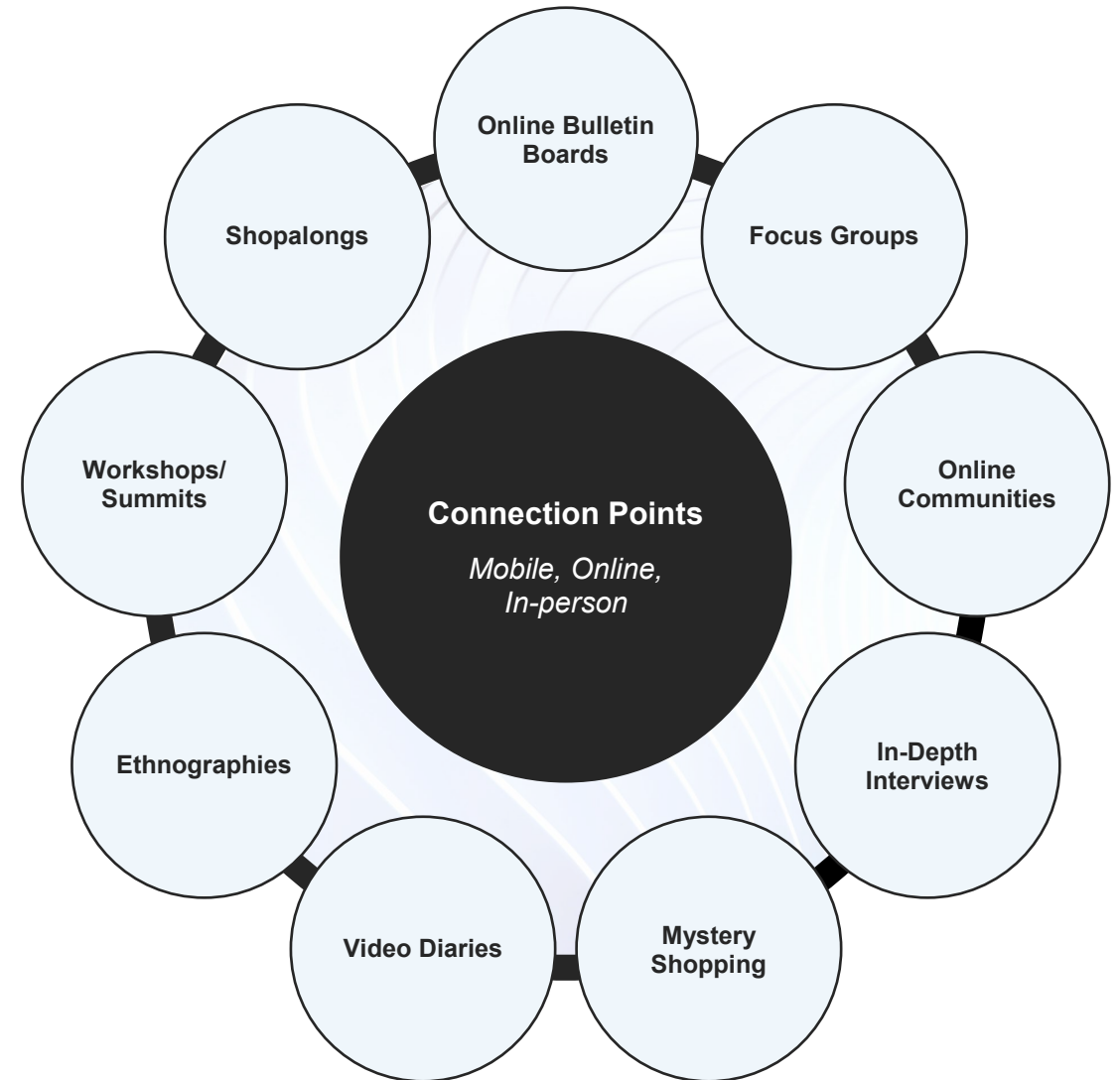
Pricing & Portfolio Optimization

- Price Optimization
- New Product Launch
- Portfolio Optimization & Rationalization
- Promotional Strategy
- Customer Retention & Acquisition

We are looking to the future so that our clients are **empowered with timely, fact-based insights to inform their business decisions and be confident in their actions**

Qualitative Research Capabilities

Our team will identify the methodology and approach that best meets your research objectives and answers your business questions.



Quantitative Research Capabilities

Our team will identify the methodology and approach that best meets your research objectives and answers your business questions.



KS&R

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