

ConneXion

September 2007 – No.10



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From the CEO

Historically, the clients of Goulet Telecom International have mainly been telecommunications operators and regulators. We are doing more and more work these days with policy-makers, with government ministries and departments responsible for Information and Communication Technology (ICT). We are uniquely positioned to provide advice and training on telecom and ICT policy since, over the last decade, we have worked on telecom projects in over 80 countries around the world. We bring practical and pragmatic expertise to our policy assignments, as well as a strong Canadian know-how combined with a skill for assessing and understanding the national reality and challenges of our clients. We appreciate the opportunity to be involved in ICT from policy to regulation to operation.

Michel Bruyère
Chief Executive Officer
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Loyalty: the Key to a Successful Business

Do you know 80% of customers leave a company is because they feel they don't get the attention they deserve? When we are talking about customer retention and customer loyalty, there are many factors to take into account, but customer service is one to look at with serious consideration. Since keeping a customer costs 5 times less than recruiting a new one, a company has to focus on customer satisfaction to survive and succeed in today's market. This is particularly important in the telecommunications sector where acquisition costs are high and competition is fierce. There are four major factors that explain the leverage of loyalty on economic benefits: financial amortization of acquisition costs, lower managing costs, increased revenue per client, and recommendations. A client who is satisfied with the service he gets

from a company will let his entourage know about his experience and will eventually bring the company more customers. If a customer is not satisfied, he will communicate his disappointment to even more people, and with today's technology, that means a significant number of people. With the Internet and the Web 2.0 phenomena, information is easy to access and travels fast. Internet users now can easily put new content on websites and blogs. If you look carefully on the Internet, you will find lots of posts on blogs and websites where people describe their bad experiences with, for example, their mobile service provider. This can really hurt the image of a company. Customer satisfaction is crucial to retain current clients and attract new ones. They are many questions to ask

Consultancy on the Development of a LRIC Costing Model

Goulet Telecom International has recently performed a Consultancy on the Development of a Long-Run Incremental Cost (LRIC) Model for a major East African cellular operator. The objective of this Consultancy was to develop a costing model in order to establish interconnection rates in an efficient and transparent manner complying with the requirements of the national regulator.

For more information on our consulting expertise, please contact Hélène Duran at hduran@goulet-telecom.com.

What Clients Say

"What I specifically appreciated is the practical perspectives on every major aspect of business intelligence management" said a participant about the 'Business Intelligence in Telecommunications' Training Program that took place in Montreal, Canada on 28 May – 1 June 2007.



and many actions to take in order to establish an effective loyalty strategy.

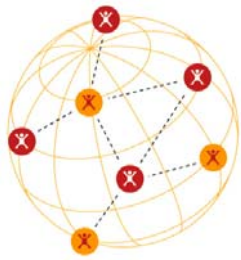
Goulet Telecom International has the knowledge, the experience and the expertise to help telecom organizations determine how to build such customer loyalty.

For further information, please contact Amélie Fournier at afournier@goulet-telecom.com.

Upcoming Training Programs

- Fundamental Interconnection Principles, 2–6 September, Dubai, UAE
- IP Interconnection & Commercial Arrangements, 10–14 September, Montreal, Canada
- Strategic Planning in Telecommunications, 17–21 September, London, UK
- Financial Strategies & Management for Telecom Executives, 17–21 September, Montreal, Canada
- Marketing & Sales of Mobile Data Services – 24–28 September, London, UK
- Corporate Communications & Public Relations – 24 September, 5 October, Montreal, Canada
- QoS in Telecommunication Networks, 1–5 October, Montreal, Canada
- Corporate Culture Change Management, 15–26 October, Montreal, Canada
- Customer Service & Call Centers for Executives, 22 October – 2 November, Montreal, Canada
- Fraud Management in Telecommunications I, 5–9 November, Cape Town, South Africa
- Interconnection Agreements Negotiation & Management, 5–16 November, Paris, France





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Goulet Telecom International Speaks at CANTO's HR Workshop

Michel Bruyère, Chief Executive Officer of Goulet Telecom International, was a guest speaker at the first Annual CANTO HR Training and Best Practice Conference that was held in Barbados on 28-29 June 2007. CANTO is the Caribbean Association of National Telecommunication Organizations. Founded in 1985, it has 92 members in 34 countries. Its objective is to establish a forum through which Caribbean Telecommunication Organizations may exchange information and expertise pertaining to the telecommunications field, generate inputs for orderly growth of the sector, formulate policy and consider

matters of mutual interest to its members. The Conference was attended by key Human Resources managers and specialists from the region and provided a dynamic forum to explore and exchange information on best practices in HR and training. Mr. Bruyère presentation, titled 'Culture Change to Face Competition in a Liberalized Market', addressed the global & competitive telecom environment, what is corporate culture, why change it, and how to change it.

For further information on our participation to international events, please contact us at info@goulet-telecom.com.

Organization of Public Training Programs in French in Paris

Goulet Telecom International is regularly organizing Training Programs in French in the city of Paris. This year, we led a French session of our 'WiFi/WiMAX: Planning, Design & Deployment' Training Program from 5 to 9 March 2007. The Program was attended by 12 participants from Central African Republic, Haiti, Senegal and Tunisia. The participants particularly enjoyed the fact that they were able to discuss with professionals from different backgrounds and various countries. A little later this year, we organized a French session of our 'Interconnection Agreements Negotiation & Management' Training Program from 26 March to 6 April 2007. The overall satisfaction rate was excellent with a score of 4.8 out of 5. A French session of our 'Telecom Regulation Essentials' Training

Program was then organized from 16 to 27 April 2007. The participants appreciated the presence of regulators and operators in this Training Program, allowing them to learn from each other's experience through the discussions led by our expert trainer. The feedback on the French session of the 'Financial Management in Telecommunications' Training Program organized from 18 to 29 June was also excellent with participants highlighting the experience of our trainer and the relevance of the training material.

For further information on our public Training Programs, please contact Ekaterina Cheina at echeina@goulet-telecom.com.

Goulet Telecom International Awarded a Training Project in Trinidad & Tobago

Following a Request for Proposals, the Ministry of Public Administration and Information (MPAI) of the Government of the Republic of Trinidad & Tobago has selected Goulet Telecom International to provide a capacity building Programme in the area of ICT. The Consultancy includes the provision of 11 Training Programs using both distance-learning and on-site sessions. The Programme covers topics in telecom law and regulation; ICT business strategies, development, management and governance; telecom finance and costing; international telecommunications, quality assurance; information security and data-center infrastructure.

For further information on our training expertise, please contact Hélène Duran at hduran@goulet-telecom.com.

What Clients Say

"The topic and its contents were information that everyone in the telecom industry should know and the training has given me the opportunity to be familiar with those aspects" said a participant of the 'Telecom Billing Fundamentals' Training Program that took place in London, UK on 18-22 June 2007.

"The program content and the favorable work climate in an atmosphere that facilitates comprehension is what I appreciated the most" said a participant about the 'Financial Management in Telecommunications' Training Program that took place in French in Paris, France on 18- 29 June 2007.

"What I specifically liked about the Training Program is that it was very interactive. Also, I enjoyed the different training techniques utilized: (for example) the in-depth analysis and discussions" said a participant about the 'Telecommunications Management Fundamentals' Training Program that took place in Montreal, Canada on 30 April - 11 May 2007.

