

NEXT GENERATION CUSTOMER SERVICE SPECIALISTS GIVE TOP MARKS TO POINT TOPIC

Europe-based next generation customer service specialists Enjenta know a thing or two about customer relations and service delivery. So when its Managing Director Dr Orhan Ertughrul says that Point Topic's data has allowed him to build his business strategically and in previous roles helped determine major international business development plans where he worked, you know he regards the broadband analyst firm as something special.

"It has enabled us to develop an informed approach to the strategy we should take to address our markets. We couldn't ask for a better quality of data," he said.

Dr Ertughrul has used Point Topic in major broadband product and self-care systems roles he has held in Europe over the last few years. When he established Enjenta, with a management team comprising more than 40 years' experience in customer care and consulting, he knew where to come to for the vital data he needed to develop his business – Point Topic's high-rated UK Plus service, which combines features of Operator Source and Global Broadband Statistics to provide an in-depth picture of UK broadband.

"At a previous job I used Point Topic to figure out the appropriate target market for certain of our customer service related products," he recalled.

"Taking an Eastern European market such as Hungary for example, I needed to know how big the broadband market was and to what extent it was predicted to grow. This was vitally important to us because it helped us to understand to what extent the need for our customer service products might grow.

"Therefore we could work out the possible financial benefits for us if we attained a high level of penetration. Additionally, we could work out how we might further grow our products popularity in the market and what the added benefits might be to us of making that commitment."

Dr Ertughrul says that it is the versatility of the Point Topic data – allied to the sheer depth of knowledge of the global fixed broadband markets of the world – that make it so unique and such a valued niche offering.

"In another role, I had a quite different brief – namely to understand the international telecoms market, to understand how different areas were growing in terms of broadband penetration and understand who the major players were. This was so that we could formulate a strategy to address these markets worldwide.

"Using the Point Topic data I was able to analyse the major telecoms markets and we were able to quickly assess our market position and potential. We could only do this because we had the Point Topic data, which allowed us to determine different strategies for different regions."

It is the ease of obtaining the data from Point Topic, so that it can be used strategically by its customers, that Dr Ertughrul feels is another outstanding benefit. He says that large, "Household

Name” analyst firms charge incredibly high prices for grand ideas but that, “getting the data out of them is murder!”.

“When you ask them what they are basing their assumptions on, you often can’t get that data because, as we know, getting such information takes sheer hard work,” he added.

“Anyone can sit down and have an idea about how the market might develop in the next five years, but to actually gather the kind of data that Point Topic provides takes weeks and weeks and weeks of effort. It requires talking to people, it requires pouring through annual reports and filings – it’s not easy to get that granularity of data. That’s why people love Point Topic.”

Of the Point Topic portfolio, Dr Ertughrul rates the Global broadband statistics most highly.

“If you are a global company and you are looking to penetrate certain markets you need to know who the leading players are, you need to know which markets to address and you need to get a detailed understanding of those organisations. That’s what Point Topic gives you with these statistics,” he said.

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