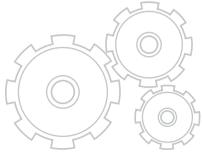


# Six Ways

## You Can Fight Back Against Big Telco & Broadband Providers



### 1. Reduce Your Reliance on Manual Systems

Paper and spreadsheets are simple, but software systems have caught up. Teams are willing to adopt new ways of working as they see how it makes their lives easier and reduces errors — from in the field, to operations, to customer service, to back office financials.



### 2. Become More Customer Focused

Software can be very helpful, but this also requires a shift in thinking — from Management continually looking for ways to address customers' unmet needs, to all points of contact, from those in the field to customer service, being aware of how important their interactions with customers are.



### 3. Look for Strategic Partnerships

Keep your eyes open for potential partnerships to expand your offerings and share expenses you couldn't afford on your own. The best and most enduring partnerships are where both parties win.



### 4. Leverage Data that Already Exists in Your Company

Right now there is data sitting in different parts of your business that could be leveraged by other departments to help make more informed decisions. Make sure your software systems "talk" to each other to make that possible.



### 5. Get the Tools that Make the "Big Guys" so Competitive

The BIG GUYS have enterprise software that helps them make better decisions. They also have expert consulting that goes hand in hand with the software, which keeps them up to date with industry best practices. Until the last few years this was out of reach financially for companies of your size. We've created a way to bring this tool within reach of companies just like you.



### 6. Question Your Assumptions

"My business has always been X." "I can't afford the tools the big guys have." "That company would never partner with us." It's only natural for thoughts like this to come to mind. What's important is to question these beliefs and ask if they're true or is it just the way things have always been done. This will help keep you open to the possibility that there could be a better way.

There is no single cure-all. However, we've found a way to put the tools that make the BIG GUYS competitive into your hands. Find out how we made it so affordable by reading our ITK Template Approach white paper at [www.itksolutionsgroup.com/whitepapers](http://www.itksolutionsgroup.com/whitepapers)