



## ASSEMBLING A T[FORCE]

*DRIVING POSITIVE SALES AND SHOPPER EXPERIENCES*

Telstra required a Field Services and Retail Marketing organization to drive best practice field execution. CROSSMARK was engaged to not only execute, but to develop and drive retail strategy. Visibility and real-time reporting of field activities was necessary in a market that was highly contested and dynamic in nature, and where the pace of change is rapid and constant.

The T[force] program supported the launch and lifestage of Products and Services with tactical and strategic precision across consumer and business markets. CROSSMARK provided timely and accurate field intelligence and reporting to facilitate decision making capability for Telstra in order to **keep them ahead of their competitors.**

**SALES PERFORMANCE WAS 123% OF THE PROJECT GOAL WITH A CALL COMPLIANCE OF 99.7%, AND POS UTILIZATION INCREASING FROM 17% TO 79% WITH 72,000 STAFF TRAINED ANNUALLY, AND 87,000 UNIQUE STORE VISITS ANNUALLY.**