

CUSTOMER VALUE LEADERSHIP



Best Practices Criteria for World-Class Performance



Business Impact

- Financial Performance*
- Customer Acquisition*
- Operational Efficiency*
- Growth Potential*
- Human Capital*



Customer Impact

- Price/Performance Value*
- Customer Purchase Experience*
- Customer Ownership Experience*
- Customer Service Experience*
- Brand Equity*

The company demonstrates a strong overall performance

Customer-centric strategies help companies safeguard leading positions in markets, but only if the approach is authentic and the implementation is seamless. West Telco thrives on both ends, incorporating client-focused strategies and exemplifying best practice implementation.

It capitalizes on growth opportunities and drivers to impulse efficient and connected hybrid environments to multiple industry verticals. This overall customer-first approach offers immense value to existing and new customers and solidifies West Telco's reputation in the market.

- Sebastian Menutti, Industry Principal

In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry - A Global Growth Partnership Company.

Best Practices Award Recognition

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.