



**PROJECT**  
**Wholesale Market Sizing and Customer Satisfaction**



**CLIENT**  
**Canadian Wholesale Provider**



**OBJECTIVES**

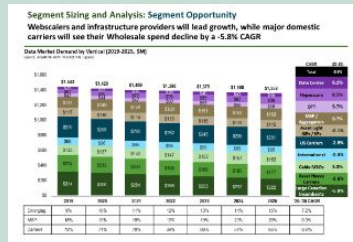
- Product and segment definitions for wholesale services to consider for development
- Wholesale market size, forecast, and go forward opportunity across key segments and products
- A detailed understanding of how they currently perform in terms of customer experience relative to other providers

**CASE STUDY**

**ATLANTIC-ACM ran a tailored Wholesale Market Sizing effort, along with Customer Experience Interview campaign across key segments and service areas**

**APPROACH**

ACM leveraged the CRTC data, client revenues, and interviews with industry insiders to segment and size the Canadian Wholesale Market



ACM aggregated customer feedback through focused interviews with customers, highlighting calls to action and competitive positioning

ACM's decades of wholesale revenue tracking by segment/product, targeted interviews with carrier product managers as well as scaled surveys of wholesale buyers informed sizing and buying habits



**OUTPUT**

ACM provided a sizing and segmentation of the Canadian wholesale market, which when combined with customer feedback, offered clear go-forward strategies for growth

