

# Voice of the Service Provider for OEMs

Voice of the Service Provider (VoSP) research can be the key to survival for OEMs, providing a direct line to target customers and segments, revealing preferences, frustrations, and unmet needs that are not apparent on development roadmaps. OEMs serving the telecom industry are especially on notice today, as 5G adoption and monetization, the shift to SDN architectures, edge computing, and incorporating AI across their product lines are driving them to reorient their established businesses. Leveraging VoSP-informed strategies, these companies can unlock a trove of insights, improving customer satisfaction, energizing innovation, and enhancing sales success.



## Understand The “Why” Behind Customer Needs

SD-WAN dashboards that one segment loves may lack the easily configured options that drive another to hate them. Alternatively, specific sales and support behaviors may have an outsized impact on upselling with one segment but not with another. VoSP helps OEMs pinpoint areas where customer experience falls short across customer segments.



## Identify the Next Big Thing in Product Development

Product development is no longer a siloed “engineers only” club with an immutable, linear progression. Usability testing and expert-led primary research on future product adaptations can guide roadmap concepts, hone prototypes, and ensure final products and services truly align with customer expectations.



## Stay a Step Ahead in Innovation

VoSP shines when used to identify emerging trends and pain points before they become widespread issues. Direct, unvarnished customer feedback can reveal data security concerns or unanticipated 5G usage scenarios that OEMs can proactively fold into feature development, helping them stay ahead of the curve.



## Market with the Right Messages and Tone, Not Just Targeting

VoSP insights reveal why customers make choices and how they intend to architect their networks or data centers in the future, such as the mix of hardwired and SDN components, or key purchase criteria that leads them to favor a competitive vendor for specific network elements. OEMs can then craft targeted marketing that resonates with specific segments, driving higher marketing effectiveness and ROI.



## Turn Users and Customer Organizations into Advocates

Customers who feel heard and valued become vocal advocates. VoSP fosters trust and transparency, allowing OEMs to address negative feedback, highlight improvements made based on customer input, and cultivate a positive brand image. This translates into increased customer loyalty and organic brand promotion through positive word-of-mouth.

In today's rapidly changing competitive landscape, VoSP research is a strategic imperative. **By actively listening to their customers and translating VoSP insights into actionable steps, OEMs can unlock a world of possibilities, from developing customer-centric products to fostering brand loyalty and driving sustainable growth.**

For more than 40 years, Kaiser Associates has developed methodologies that use both quantitative and qualitative tools in our VoSP analyses, providing breadth, scale, and targeted subject-matter expertise in a blend customized to each engagement.

Our work is particularly valuable in tough to read B2B markets, where our SME and market access provide timely intelligence signals and actionable strategies.



**Connect with Kaiser's Technology Practice experts learn more about how Kaiser can support your business.**



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