

## Case Study: Enabling Scalable Mobile Phone Activation for a Leading Telecommunications Client

### Background

Our client is a large U.S. telecommunications provider serving millions of residential and commercial customers nationwide. The organization delivers a broad portfolio of connectivity and mobile services and operates in a highly competitive, fast-moving market where customer experience, reliability, and operational scale are critical to success.

The client is known for ongoing investment in network capabilities and digital services, with a strong focus on improving how customers activate and use mobile devices.

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### Engagement Overview

Guidacent was engaged to support a mobile phone activation initiative critical to the client's customer experience and operational effectiveness. The engagement focused on providing experienced program leadership and execution support within a complex, multi-team environment.

Guidacent worked closely with client stakeholders to help coordinate efforts across technology, operations, and partner teams, ensuring alignment and forward progress during a period of heightened activity.

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### Scope of Work

#### Program Leadership and Coordination

Provided hands-on leadership to support the planning and execution of mobile phone activation efforts across multiple teams and stakeholders.


#### Process Alignment and Operational Support

Assessed existing activation workflows, helped clarify roles and handoffs, and supported the alignment of processes to improve consistency and scalability.

#### Execution and Issue Management

Supported day-to-day execution activities, helping teams identify risks, resolve issues, and maintain momentum during activation cycles.

All work was performed in close coordination with client leadership and delivery teams, with flexibility to adapt as priorities evolved.



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## Results & Impact

Guidacent's support enabled the client to:

- Improve coordination and communication across activation teams
- Increase clarity and consistency in mobile phone activation processes
- Reduce operational friction during activation events
- Strengthen confidence in the organization's ability to scale mobile activations

The engagement helped establish a more structured and repeatable approach to mobile phone activation while minimizing disruption to ongoing operations.

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## Why Guidacent

Guidacent specializes in supporting complex, enterprise-scale initiatives where clarity, execution, and stakeholder alignment are essential. Our consultants bring deep experience in program leadership, operational effectiveness, and delivery support—helping clients navigate ambiguity, accelerate progress, and achieve measurable outcomes.

This engagement highlights Guidacent's ability to embed seamlessly within client teams and deliver results in high-stakes, fast-paced environments.

If you would like to learn more, give us a call.

