

Distribution and customer reach are key – a good product or a good service will never be a great product or a great service unless the product or service can reach the chosen customer market in a simple, efficient and speedy manner. Huge has access to approximately 800 Business Partners which enable it to go from good to great.

Over the last decade, Huge Telecom has built a sizable distribution capability through its Business Partner network. On average, each Business Partner has five sales representatives, and this provides Huge with about 5 000 ‘feet-on-the-street’. This is testimony to Huge Telecom’s distribution capability and its customer reach. In the last 18 months, the executive management team has been hard at work introducing these Business Partners to the management teams at Huge Connect, Huge Networks and Pansmart. The number of Business Partners who previously only sold the services of Huge Telecom and which are now selling the services of Huge Connect, Huge Networks and Pansmart is steadily increasing. This initiative is bearing fruit.



Distribution and Customer Reach