

# Case Study: Suddenlink Communications

## Introduction

This case study of Suddenlink Communications is based on a May 2014 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service.



“Several processes such as the customer mapping and moments of magic were takeaways that will mold interaction and solutions. The networking, technological updates and takeaways make this a week that can change a year for our customer’s experience. It is wonderful to meet others with similar challenges and share best-practices to create positive change.”

## Challenges

- Finds that traditional trade show and conferences are plagued by the following participant challenges:
  - Presentations that produce too few action items and takeaways because they are too theoretical
  - Lack of community amongst event participants

## Use Case

- Rated the networking at the Frost & Sullivan Executive MindXchange as excellent.
- Has attended the Frost & Sullivan Executive MindXchange 4 times.

## Results

- Reported that the unique interactive structure of a Frost & Sullivan Executive MindXchange leads to the following benefits:
  - Access to best practices
  - Increased networking & relationship building
  - A forum which allows me to get real solutions to my business challenges
  - More value overall
- Generated 5-10 real business and personal relationships at the Frost & Sullivan Executive MindXchange.
- Rated the content they received at the Frost & Sullivan Executive MindXchange as 5 out of 5.
- Would choose to attend the Frost & Sullivan Executive MindXchange if they could only go to one external event a year.
- Would very strongly recommend the Frost & Sullivan MindXchange to their peers.

### Company Profile

Company:  
**Suddenlink Communications**

Company Size:  
**Small Business**

Industry:  
**Telecommunications Services**

### About Frost & Sullivan Executive MindXchange

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company’s Growth Partnership Service provides the CEO and the CEO’s Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

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