ABSTRACT

This case study focuses on InTouch and Nokia collaboration to gain and sustain the success of Nokia Communicator in Indonesia market. It was only InTouch who sold N9000 in Indonesia in 1996. They took the challenge from Nokia Global as there was no Nokia presence in Indonesia yet. InTouch sales team learned through difficulties of introducing new product to new market with lack of telecommunication infrastructure development.

Selling high-tech product to a new market needs special treatment and personal selling is the best solution. Through hundreds of product demo to consumer, InTouch simply introduced the power of the communicator through the mobile faxing functionality, the basic needs of every business-man, help them to control the ordering and settlement in mobile.

InTouch and Nokia realized that high-tech premium product should be taken care differently to create differentiation. In 1999, InTouch appointed by Nokia to coordinate Nokia Communicator Community (NCC) and successfully attained 30,000 active members. Surprisingly, the members actively provide feedback and suggestions through the community mailing list and website. InTouch later on provides the solution as an user-friendly application. Many products innovation created by InTouch based on this process such as Air Secretary, Air Guard, and Data movers. Members of NCC also feel appreciated and proud of the product as the ideas were coming from them. The success gain appreciation from Nokia too, they chose Indonesia as the first country in the world to launch N9500 and E90 communicator as Indonesia is a biggest market for this product.

The success of the Nokia Communicator generates by innovation (product offering), reputation (brand image) and relationships (collaborating).

Keywords: Communicator, InTouch, Nokia, Product Innovation