



National Telecommunications Retailer Seamlessly Scales Through Major Merger

This merger created what analysts called **"the largest competitor in the U.S. market."** The company needed a way to integrate two entirely different retail ecosystems at speed.

The risk was significant:

Inconsistent execution could confuse customers, weaken brand equity, and jeopardize their No. 1 market position.

THE CHALLENGES

- **Convert and re-merchandise** thousands of stores
- **Replace fixtures**, signage, and marketing collateral
- **Align two sets of product data** and brand standards
- **Rebuild store experiences** while keeping doors open
- **Maintain customer confidence** during the transition
- **Support aggressive timelines** for 5G rollout and device launches

THE SOLUTION

One Door as the Integration Engine

Store Conversion and Brand Integration

The Digital Store Model automatically mapped every location's unique layout, while Store Assistant delivered store-specific instructions and assets.

Scaled 5G Messaging and Device Rollouts

Real-time communication features enabled instant merchandising updates across thousands of stores, providing HQ with a single source of truth.

Improvement in Operational Efficiency

One Door consolidated data, workflows, and communication into one platform, removing conflicting documentation and operational friction.

Empowered Field Teams with Compliance

Photo-based compliance gave HQ visibility into store implementation of new brand identity, allowing teams to fix inconsistencies.

Supported Internet and Rural Expansion

The platform enabled rapid deployment of new assortments, and ensured accurate execution regardless of store format.



THE RESULTS

The merger achieved the large majority of its strategic goals, from network enhancement to expanded coverage and consumer value. One Door played a foundational role in ensuring:

- ✓ **Thousands of stores were converted** quickly and consistently
- ✓ **Brand integrity was protected** throughout the transition
- ✓ **Two organizations merged** into one unified retailer
- ✓ **Campaigns and device launches** scaled effortlessly
- ✓ **Customer experience remained strong** during a major change

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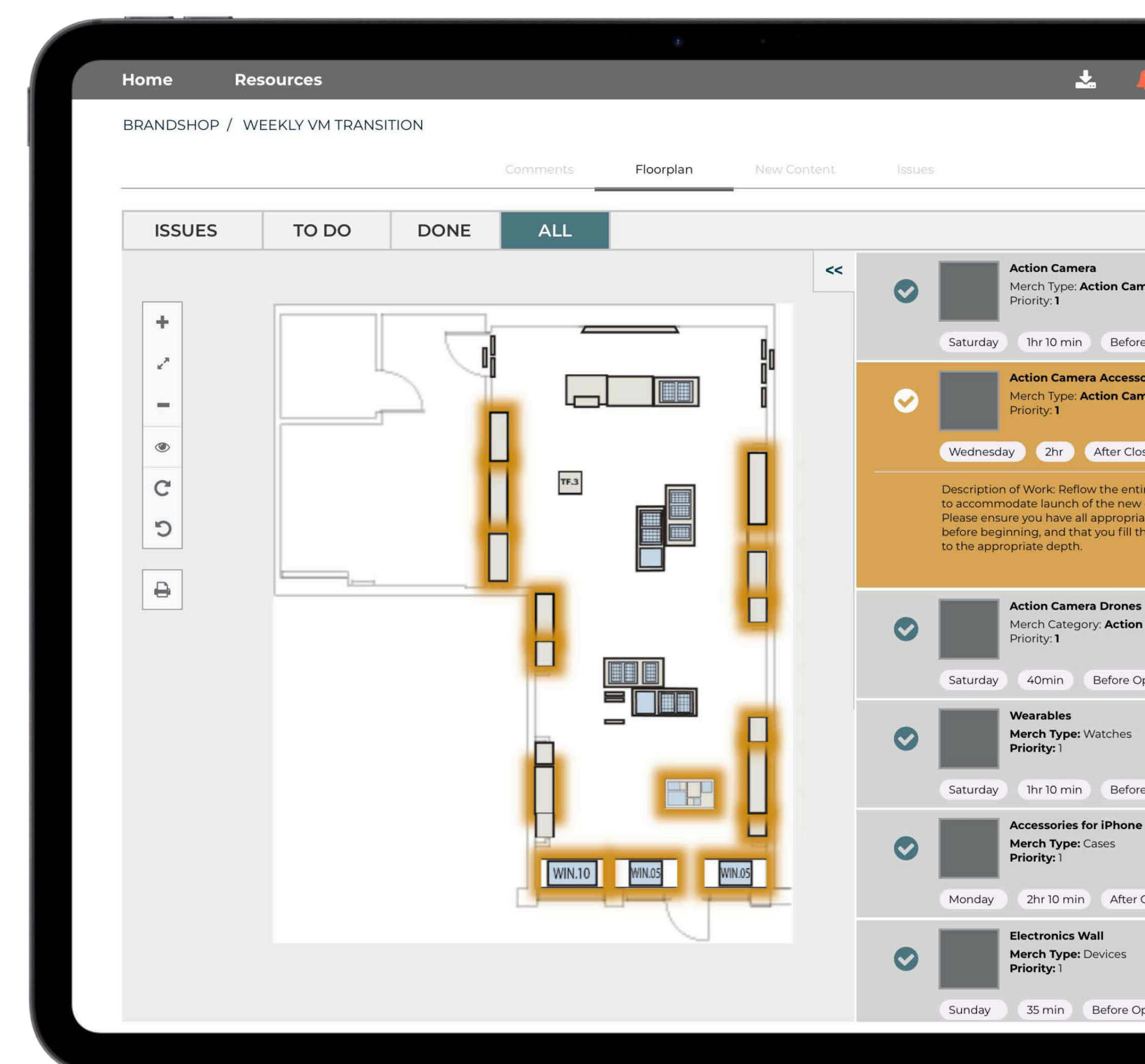
Most importantly, the carrier retained its No. 1 market position during and after the merger — a testament to the power of consistent, high-quality execution at scale.

Why It Matters: Scaling Retail With Confidence Through Change

Mergers test a retailer's agility more than anything else. They strain operations, data structures, field teams, brand identity, and customer trust.

With One Door, this carrier transformed a major merger into an opportunity to strengthen the customer experience, support long-term strategic growth, and improve brand accuracy across thousands of stores.

Where other retailers struggle through integration, this wireless carrier accelerated it — and came out stronger.



SCALE WITH CONFIDENCE

Ready to support rapid growth, complex integrations, or multi-brand transitions? [Book a demo](#) to see how One Door helps retailers pivot faster, execute with consistency, and maintain customer trust.