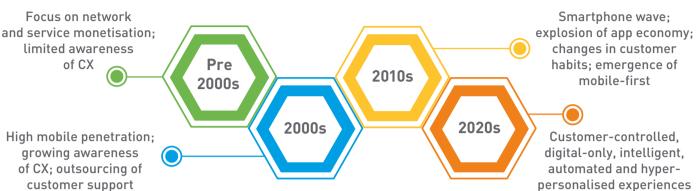
# IN THE THROES OF UPHEAVAL: TELCO CX SET FOR A PARADIGM SHIFT

CSPs SPEND OVER \$14 BILLION ANNUALY ON CUSTOMER EXPERIENCE SOFTWARE SYSTEMS



### Evolution of CSP's approach to CX



The long-tail effect of the COVID-19 pandemic will encourage CSPs to accelerate their plans to transform digital engagement over the next decade.

#### **STATUS QUO**

ALTHOUGH CX IS A STRATEGIC PRIORTY FOR CSPS TODAY, MULTIPLE CHALLENGES REMAIN

Incomplete information

Limited and confusing self-care channels

Lack of intelligence and natural language processing capabilities

FACTORS
LIMITING TELECOMS
CUSTOMER
EXPERIENCE

High costs

Poor design and inefficient agent experience

Information silos, disjointed applications and insufficient process support

## A PARADIGM SHIFT IN CUSTOMER EXPERIENCE

THE EVOLUTION OF BUSINESS MODELS AND OPERATING ENVIRONMENTS HAVE DRIVEN CSPS TO PRIORITISE DIGITAL CUSTOMER ENGAGEMENT

The drivers of change



The roll-out of 5G



Digital transformation



The competitive environment

CSP changes that are underway



Moving from a system-centric to an engagement-centric approach



Shifting to SaaS delivery models



Emphasising experience-first design

SaaS models will account for 22% of spend by CSPs in this segment in 2023 vs 12% in 2018.

## **CUSTOMER CENTERED TRANSFORMATION**

THE FUTURE OF TELECOMS CUSTOMER EXPERIENCE:
INTELLIGENT, PERSONALISED AND DATA-DRIVEN



CSPs' approach to mobile apps was undergoing a radical shift, even before the COVID-19 pandemic.



Digital Assistants (DA) are cost efficient; they can be as much as 95% cheaper than having a live agent.

CSP spend on DA will grow at 27.6%

CAGR from 2019 - 2023



Applying augmented reality to the first two aspects will provide greater control to customers and enable richer engagement, while using AR for staff training will provide agents with tools that can help them to swiftly address issues.

