For Communications Service Providers, Delivering a Great Customer Experience Is Paramount

In a market full of disruption and vast customer choice, CSPs must turn to technologies such as AI and ML to drive CX efforts.

Communications service providers (CSPs) are in the midst of a sea change, facing challenges from up-and-coming vendors and other digital disruptors that use their platforms to offer services—and vying for the same customers. To compete effectively, CSPs must invest in new technologies to improve in an area that is crucial to business success: delivering a quality customer experience.

Customers, meanwhile, are spoiled with choice, free to find their own way through myriad options in terms of devices, applications, and services. How they ultimately behave is in large part driven by the experience they have with each provider or application. If customers can't get what they're after quickly and easily, they'll be on to the next option.

But just as important, customers are also more than willing to take detours on their journey if a CSP offers something appealing. Toward that end, CSPs need to take advantage of next-generation technologies, including artificial intelligence (AI), machine learning (ML), and advanced analytics to find ways to surprise and connect with customers in new and innovative ways.

The CSP market and the need for AI/ML

According to Gartner, CSPs offer telecommunications services—a combination of information and media services, content, entertainment, and application services—all leveraging a "rich, functional" network platform. CSPs include telecommunications carriers, content and application service providers (CASPs), cable service providers, satellite broadcasting operators, and cloud communications services providers.

These companies deal with vast amounts of data traveling over their networks. Mobile data traffic alone is expected to grow from 14 to 100 exabytes per month from 2017 to 2023 with the widespread adoption of 5G networks.

This data contains valuable information regarding customer preferences, routines, device- and sensor-generated IoT information, and more. But given the sheer quantity of the data, AI and/or ML technology is needed to extract insights in real time that can translate into several key capabilities to improve the customer experience. Following are three examples.

Provide intelligent customer engagement

AI and analytics are enabling CSP contact centers to be more helpful to customers more quickly. Intelligent chatbots can take advantage of natural language process-ing (NLP) capabilities to truly understand customer questions across multiple contact channels—whether in live phone conversations or via the web.

These chatbots can help customers deal with common billing issues, order or set up new devices, make appointments, or troubleshoot existing devices. By analyzing historical data and behavioral patterns based on real-time engagement data, AI-driven chatbots can provide highly personalized, relevant suggestions and offers that customers will appreciate.

Device-generated data through IoT offers another break-through opportunity to deliver proactive service. By utilizing data that is fed automatically through sensors embedded in equipment such as modems and routers, carriers become aware of issues before they become crises, helping customers avoid downtime and related costs.

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Grow digital business revenue

In addition to helping CSPs save money on operations, AI/ML applications play a key role in generating revenue from new business.

By applying AI/ML technology to the vast quantities of customer data at their disposal, CSPs can apply personalization on a massive scale. AI/ML and analytics applications will help CSPs understand and predict customer moments of need: what customers want, when and why they want it, and what they may want in the future. That could take the form of recommending new plans or services based on analyzing past consumption trends, predicting evolving household or business needs, applying discounts to head off churn, coming up with effective bundles and pricing, and even coming up with new services.

Deliver a quality network experience

AI can also help CSPs ensure that they consistently deliver a quality network experience. It enables proactive management of network and cloud resources by combining with policy engines and intelligent traffic routing capabilities to continuously optimize networks. The result? Improvements in network health and the overall user experience.

Accelerate transformation efforts with Oracle CX

If the idea of implementing AI/ML and analytics sounds intimidating, Oracle is here to help. Partnering with Oracle for its cloud-based, integrated Oracle CX solutions can provide a risk-free, rapid path to success for various CSP stakeholders.

Marketing and sales teams can collaborate effectively to identify products, bundles, and pricing and rapidly launch them to market, using Oracle CX Enterprise Product Catalog. This solution greatly reduces offer creation complexity and time to market by rapidly defining and publishing new products and offers across sales, procure-ment, fulfillment, and billing catalogs.

Marketing groups will find that Oracle CX enables them to accurately predict customer moments of need, launch differentiated offers based on customer demand, use personalized messages to acquire anonymous shoppers, and implement lifecycle marketing across digital and social channels.

Sales and commerce teams can use Oracle CX to provide mobile, collaborative, and coached selling applications through assisted and unassisted channels such as the web, chat, live agent, and online stores to deliver intelligent offers consistently across channels.

Service teams have access to the data they need to address issues. They can also utilize digital assistants to provide predictive service that resolves customer issues the first time.

And this is not just wishful thinking. Companies are already significant benefits from Oracle CX solutions:

- Cablevision Argentina is getting nearly a third of its target audience to open personalized emails—**2.5 million unique opens out of 7.8 million emails per month.**

- Vodafone Global Enterprise has seen **90% growth of its social media followers in just 18 months.**

- Oi Brazil uses Oracle CX to **consolidate eight different CRM platforms to one that supports 76 million customers.** It now h**as 100% traceability of all customer interactions in any channel** and is driving more than a million orders per month on its digital channels. The company has **realized a 15% increase in sales for its high-margin products and a 38% reduction in customer acquisition costs.**

Those kinds of numbers don't happen if customers aren't happy with the experience their CSP is providing. To learn more about how Oracle CX can help you deliver the customer experience the digital era demands, go here.

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