Telcos' Customer Experience Management: A Tech-Enabled Data-Driven Revolution

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Abstracts

Customer experience is key for telcos' retail strategies. Our study highlights the challenges and opportunities enabled by new technologies and marketing techniques. The report compares the telecom sector with others -especially OTT- regarding customer loyalty, and then focus on sales channels -both digital and physical stores. Furthermore the opportunities emerging from big data and analytics will be analyzed, as well as other innovations as chatbots and blockchain technology. Finally, the report presents key metrics -internal and external- for customer experience measurement, highlighting thereby the increasingly customer-centric marketing strategies.

In what is now a saturated market with fierce competition, customer experience is becoming a key element of operator strategy to enhance customer loyalty and boost revenue per subscriber. However, this is still a relatively new approach for telcos compares with their counterparts in other business sectors, such as mass distributors and airlines.

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