Telcos, changing the approach to customer connections

How leaders in Telcos are using data to approach four of today's toughest challenges

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Introduction

The global Telco industry is one of the fastest changing sectors in the world. Rapid change has intensified as new technology and new developments emerge. The roll out of 5G and an increase in AI and IOT technology are colliding with increased competition and new regulatory requirements to heighten pressure on the sector.

Telco leaders are trying to meet these pressures head on while finding the space to deal with reducing churn, developing innovation, updating legacy systems and targeting potential customers. It's a massive challenge.

Can regulations actually be met while pushing the boundaries of the industry?

The answer is yes. The solution lies in harnessing the right data to make better informed and more consistently profitable decisions. In this ebook we'll take you through what we've learned and show how a fresh approach to your data with Tableau can transform your business.

KEY PAIN POINTS:

1. Enhance customer experience as a competitive advantage

2. Develop propositions and products that lead innovation

3. Identify cost efficiencies while transforming legacy operations

4. Deliver data-driven customer analytics for improved targeting

78%

of Telco respondents are rethinking digital transformation plans amid the pandemic.

Source: EY

Europe boasts the world's highest rate of mobile penetration and this is set to increase further, from 85% of the population in 2017 to 88% by 2025.

Source: EY

Enhance customer experience as a competitive advantage

It's a high churn industry. Your customers are assaulted by communications urging them to switch every day. So seamless customer experience has become the top priority in order to both hold on to your customers and attract new ones.

Services themselves are becoming indistinguishable between providers thanks to network optimisation and the increased spread of digital technology. Creating outstanding customer experiences that can overcome the problems of churn, and improving the opportunity for selling is the only way to stay competitive.

Using your customer data to generate real time insights can help you to make better informed decisions that will deliver value added customer experiences. Your data can help develop improved self-care innovations through chatbots and AI, aiding both productivity and retention.

46%
of Telecom operators offer apps with biometric authentication, those that do boast **2.7 times** higher monthly app logins.

Source: McKinsey

While more than three-quarters of Telecom operators offer contract renewal through their websites, only **56%** do so through their apps.

Source: McKinsey

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ENHANCE CUSTOMER EXPERIENCE AS A COMPETITIVE ADVANTAGE

Customer Success Story: **verizon**✓

THE PROBLEM:

With 6.9 million broadband connections, 4.5 million TV subscribers, and over 12 million landline phone users, Verizon Fios generates over 4 terabytes of data every day. The issue for their Analytics Centre of Excellence (ACE) was how better to use that data to serve the functions that needed it.

THE SOLUTION:

Verizon took the decision to merge online and offline data and reduce it to smaller datasets in order to optimise operations and enhance customer experience. These smaller datasets were delivered into the hands of 200+ stakeholders from executives to call centre staff, enabling them to make better decisions.

THE RESULTS:

Verizon created more than 1,500 self serving dashboards for teams across the organisation. The dashboards have now received in excess of 125,000 views. The data has helped cut customer service analysis time by 50% resulting in improved customer satisfaction and at the same time resulted in lower call volumes and service dispatches, lowering operational costs.

RESULTS AT A GLANCE:

43%

reduction in call volume while tech dispatches fell by **62%** for certain cohorts of customers.

"Insights from our dashboards help us optimise call centre operations to reduce the need for customers to call us multiple times. Monitoring these timely dashboards shows us that as the resolution rate and satisfaction index of customers go up, volumes for calls and dispatches—which are key cost drivers—go down."

SID DAYAMA
Senior Manager of Data Analytics,
Verizon

Develop propositions and products that lead innovation

It's all about the network. Optimising it allows you to explore both product and proposition developments to drive innovation across the business. As digitisation increases across every sector, so too do the opportunities for Telcos to deliver sector specific solutions.

The network already provides valuable data in terms of device type and use, subscriber data, downloads, geolocation and transactions. Taken together this offers the opportunity to deliver customised services and support for consumers and businesses. These innovative tech offerings and improved customer experiences lead to increased use and profit.

The monetising of location data, analytics for IOT, AI, gaming and entertainment, are all built on infrastructure that already exists. Smart use of your technology and digital innovation can deliver value-added differentiation and with it increased customer satisfaction and loyalty.

36%

of respondents are spending more on entertainment and media since the Covid-19 outbreak began.

Source: PWC Consumer Insights Survey 2020

"Shifting the customer promise from speed to reliability, and incorporating remote working and cloud-gaming options into household packages, can shape new value propositions. Aligning new segmentation models to tariff plans that are less focused on tiered or capped data and more on the delivery of service quality and flexibility must be the priority."

Source: EY

DEVELOP PROPOSITIONS AND PRODUCTS THAT LEAD INNOVATION

Customer Success Story: **Telia**

THE PROBLEM:

As the largest Telco in the Nordics, Telia does more than just keep millions of people connected. Delivering 5G expansion across the region meant considering everything from consumer smartphones to 5G-powered self driving buses. Telia sought to maximise its revenue streams based on crowd movement patterns.

THE SOLUTION:

Telia incorporated Tableau into the heart of their Crowd Insights initiative. The improved system delivered an intuitive, easy to learn and adaptive solution for Telia as they sought to discover new ways of monetising the data they collected and developing new revenue streams for the company.

THE RESULTS:

Telia Crowd Insights have delivered improved and easy to digest data, making it easier for users to understand, explore and share insights that have made a positive impact on city planning. For example the new subway extension in Helsinki was shown to have reduced carbon emissions by 13 tonnes of CO_2 per day thanks to Crowd Insights.

RESULTS AT A GLANCE:

Crowd Insights data enabled reduced carbon emissions by 13 tonnes of CO_2 per day in Helsinki's new subway extension

"Tableau's embedded analytics platform allows us to focus on building new Telia services. We can integrate and customise Tableau into our external applications, providing dashboards - so customers can ask questions and find meaningful insights themselves."

KRISTOFER ÅGREN
Head of Data Insights
Telia

Identify Cost Efficiencies While Transforming Legacy Operations

Cost efficiencies are vital in any industry but increased competitive and regulatory pressure and a rise in capital expenditure have added more focus on them for Telcos.

The roll out of 5G together with the necessary upgrading of aging fixed line networks have increased capital expenditure for the industry, but it also represents an opportunity. Embedding emerging technologies, such as AI, automation, 5G and IOT as the driving force of digital transformation helps deliver greater levels of agility and efficiency and serve customers' rising expectations.

Making the most of the opportunity to transform and modernise through automation and digital transformation can help you to deliver increasingly efficient revenue development.

46%

of Telco executives believed that a lack of long-range planning was holding back automation initiatives.

Source: EY

4 in 5

Telecom executives are either re-evaluating the speed of their automation initiatives or taking steps to significantly adjust existing plans.

Source: EY

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IDENTIFY COST EFFICIENCIES WHILE TRANSFORMING LEGACY OPERATIONS

Customer Success Story: **M·net** Mein Netz

THE PROBLEM:

M-net provides about 380,000 businesses and households in southern Germany with telephone, internet and TV services. Because they rely on a network of owned and rented lines M-net struggled to assess the profitability of individual customers given the number of variables involved.

THE SOLUTION:

M-net set about developing a set of dashboards that could be used for both analysis and presentation. The dashboards were designed to include business and technical data for both individual customers and the networks that M-net used. Following the initial dashboards the company created a visual analysis for all lines, ports and service areas - allowing for a deeper understanding of the profitability of individual regions.

THE RESULTS:

The company now uses their data to help them in their decision making process across all aspects of their customer network. Tableau has enabled M-net to make accurate long-term decisions on the network - which has led to more targeted investment and a greater return.

RESULTS AT A GLANCE:

Users can now effectively track essential ongoing key performance indicators (KPIs) - revenue, costs, number of contracts, products and market share

"Correctly attributing the various costs proportionally to each individual customer required a deep understanding of each cost factor."

MARKUS KOLP
Business Intelligence Analyst
M-net

Deliver Data-Driven Customer Analytics for Improved Targeting

The needs of customers are constantly shifting and changing, but the key to building lasting relationships is to keep pace with those needs. To achieve this it's vital to be able to get an applied response - understand it and then target the customer.

By optimising your sales and marketing data - data you already possess - you can begin to create this understanding and build a deeper relationship with your customer. The data, when analysed correctly will deliver more informed segmentation, more relevant offers and interactions and a better understanding of channel relevancy.

This real time analysis and micro-segmentation means that you have the ability to connect with customers both when and where they want to interact, effectively targeting your customer experience interactions.

Telecom operators spend almost **50%** of their digital budgets on searches and affiliate marketing, which account for almost all orders.

Source: McKinsey

Top-performing Telecom operators have used clearly designed customer journeys to achieve conversion rates **3.4 times** higher than their peers

Source: McKinsey

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DELIVER DATA-DRIVEN CUSTOMER ANALYTICS FOR IMPROVED TARGETING

Customer Success Story: swisscom

THE PROBLEM:

One of the most popular and trusted brands in Switzerland, Swisscom provides telecoms solutions for millions of businesses and residential customers throughout the country. The company set out to change the way it used data - with the intention of connecting data on everything from network antenna performance to marketing campaign effectiveness.

THE SOLUTION:

Swisscom used Tableau to help break down the silos that had grown up across the company's various business units. Previously it could take the company weeks to find, extract and collate the data, now the company has an inbuilt and agile data community.

THE RESULTS:

The B2B channel has seen the biggest change with the data being used to track customer engagement and understand the way in which customers navigate the sales process. The company's 2,800 employees now use data as a strategic asset and harness it for timely decision making. Customer experience has improved as a result and the business has grown from strength to strength.

RESULTS AT A GLANCE:

Real-time insights support

+15%

in B2B orders through eChannel

"The flexibility of Tableau allows us to react quickly and generate insights that can support a migration."

ERIC BUGNON
Product Owner, Tools for Analytics
Swisscom

How Tableau is helping Telcos across Europe to understand and succeed.

It's a dynamic time in one of the world's most dynamic industries, but that speed of change brings challenges with it.

It's clear though that forward thinking leaders are taking advantage of the understanding that data brings to become more connected in the way they approach the customer and internal change. **Tableau helps with that understanding by:**
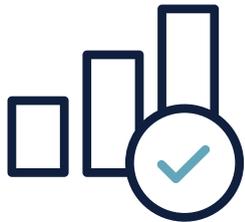
Creating a real-time view of your whole business
Because reaction speed is so vital, Tableau allows you to make fact based decisions in real time.
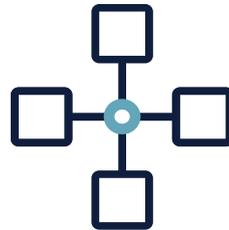
Removing silos for company wide engagement
By bringing together data from across your organisation, Tableau enables you to develop innovative products and propositions.
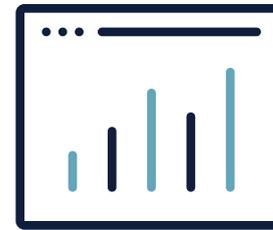
Giving you a complete view of your customers
Tableau gives you a view of your customers at every touchpoint, so that you can enhance their experience and gain a competitive edge.
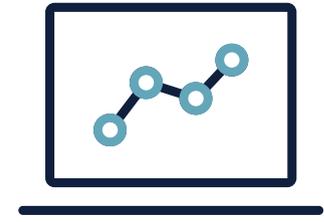
Helping you make critical decisions faster
Tableau puts data and analytics at the centre of your decision making - helping your entire organisation identify cost efficiencies.

Where do you go from here?

Every company will have different priorities when it comes to the four problems outlined in this ebook. We've shown you how some of them have used Tableau to overcome them - and that may be exactly what you need, but it doesn't stop there.

Learn

Come and attend some of our Executive Briefings or Webinars at tableau.com. You'll find a wealth of information and education that will show you the importance of having that clear view of your customer.
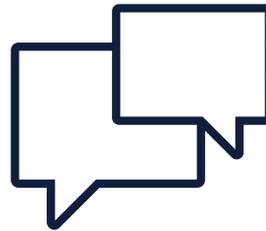
Talk

If you'd like to have a more direct conversation on how Tableau can help to solve your issues we're happy to talk it through with you, just contact us and we'll set it up.
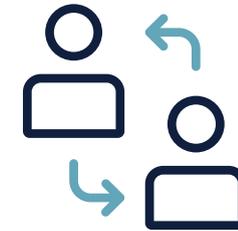
Share

Start to get your team and the rest of your leadership on board. Share the ebook, start a conversation and then get ready to get a clearer view of your customer.