

Communications Service Providers are changing their approach to customer engagement

How leaders in the Communications industry are using data to approach four of today's toughest challenges



Introduction

The global Communications industry is one of the fastest changing sectors in the world. Rapid change has intensified as new technology and new developments emerge. The industry is facing heightened pressure as the roll out of 5G, AI and IoT collide with increased competition and new regulations.

Communications Service Providers (CSPs) are trying to meet these pressures head on while also working to reduce churn, innovate, update legacy systems and target potential customers. It's a massive global 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 informed and more profitable decisions. In this eBook we'll take you through what we've learned and show how Tableau can transform your business by providing a new approach to your data.

KEY PAIN POINTS:

- 1. Create a competitive advantage with an enhanced customer experience**
- 2. Develop offerings and products that drive innovation**
- 3. Identify cost efficiencies while transforming legacy operations**
- 4. Leverage data-driven customer analytics for improved targeting**

78%

of Communications Service Providers are rethinking digital transformation plans amid the pandemic.

Source: [EY](#)

82%

of providers cite 5G and IoT networks as critical drivers of their transformation journeys for the next five years.

Source: [EY](#)

An enhanced customer experience is a competitive advantage

It's a high churn industry. Your customers are bombarded by service providers urging them to switch every day. So a seamless customer experience is "critical to both holding on to existing customers and attracting new ones."

Services themselves are becoming indistinguishable between providers thanks to network optimization and the increased spread of digital technology. Creating outstanding customer experiences that decrease churn and improve 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 and enhance the customer experience. Your data can help improve self-service options through chatbots and AI, aiding both productivity and retention.



Almost **80%** of respondents cited the importance of optimizing the customer experience as the key reason for their adoption of AI.

Source: [EY](#)

78%

felt their organization's most important rationale for building analytics and AI capabilities was to optimize the customer experience.

Source: [EY](#)

AN ENHANCED CUSTOMER EXPERIENCE IS 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 Center of Excellence (ACE) was how better to use that data to serve the functions that needed it.



THE SOLUTION:

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



THE RESULTS:

Verizon created more than 1,500 self-service dashboards for teams across the organization. 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 decreased call volumes and service dispatches, which also lowered 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 optimize call center 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 offers and products that lead innovation

It's all about the network. Optimizing it allows you to explore both product and service offer developments to drive innovation across the business. As digitization increases across every sector, so too do the opportunities for CSPs to deliver specific solutions.

The network already provides valuable data in terms of device type and use, subscriber data, downloads, geolocation and transactions. And when combined, CSPs have the unique opportunity to deliver customized services and personalized support to all customers, which will lead to increased use and profits.

The monetizing 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 valuable service offerings. Aligning new segmentation models to 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 OFFERS AND PRODUCTS THAT LEAD INNOVATION

Customer Success Story:



THE PROBLEM:

As the largest Telecommunications provider 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 maximize 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 monetizing the data they collected and developing new revenue streams for the company.



THE RESULTS:

Telia Crowd Insights has 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 14,326 tons of CO₂ per day thanks to Crowd Insights.

RESULTS AT A GLANCE:

Crowd Insights data enabled reduced carbon emissions by 14,326 tons of CO₂ 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 customize 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 even more so in the Communications industry where competitive pressures, regulatory requirements, and capital expenditures rise.

The roll out of 5G together with the necessary upgrading of legacy 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.



46%

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

Source: [EY](#)

4 in 5

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

Source: [EY](#)

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 began 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

Leverage 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 understand the customers' needs and respond to them accordingly.

By optimizing 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 analyzed 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.

78% of global respondents cited 'optimize the customer experience' as one rationale for building analytics and AI capabilities.

Source: [EY](#)

96% of global respondents felt sales and marketing would benefit from improved analytics at their organization over the next 5 years.

Source: [EY](#)



LEVERAGE 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.”

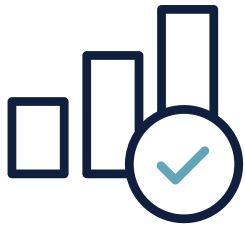


ERIC BUGNON
Product Owner, Tools for Analytics
Swisscom

How Tableau is helping Communications Service Providers to understand and succeed

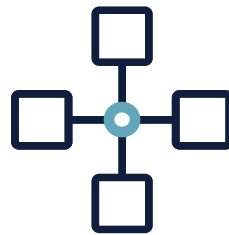
It's a dynamic time in one of the world's most dynamic industries, and that speed of change brings challenges with it.

It's clear that forward thinking leaders are taking advantage of the opportunity that data brings for CSPs to connect more deeply with their customers. **Tableau helps create this opportunity by:**



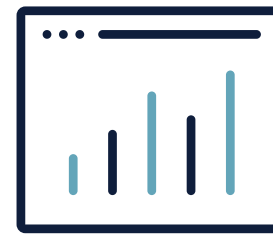
Creating a real-time view of your whole business

Because reaction speed is so vital, Tableau allows you to make fact based decisions in near real-time.



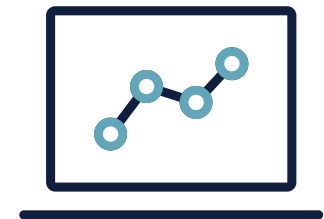
Removing silos for company wide engagement

By bringing together data from across your organization, Tableau enables you to develop innovative products and services.



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 center of your decision making - helping your entire organization 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.



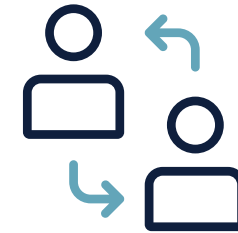
Learn

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.



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