What Telco CMOs and CTOs/CIOs Are Thinking in 2014

Exclusive Executive Research from Comptel

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Last year, independent global analyst firm Ovum showed that the telco industry may be experiencing declining revenues for the foreseeable future.

Most of the decline will occur among telcos with significant exposure to Europe and other mature economies. The only significant growth is taking place within emerging markets, particularly China.

The findings come from a review of full-year KPIs of 23 of the world's largest telcos, and the analyst firm expects revenues to slow down until at least 2018.

Ovum's review may or may not come as a surprise to communications service providers (CSPs), which have already been in a constant dance to adopt the latest technology and adapt to the latest competition.

While Ovum's findings are sobering, CSPs should see them as an incentive to modernise and innovate their technology infrastructure and operations, service offerings and customer focus.

Comptel recently worked with Vanson Bourne to find out how telco CMOs and CTOs/CIOs were dealing with these changes in 2014. We interviewed fifty decision-makers from South America, Europe, the Middle East, Africa and Asia Pacific.

Here's what we discovered.

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Across the board, the executives agree on one thing: 2014 is going to be the year of great customer experience.

The survey found that the majority of CMOs and CTOs/CIOs believe that quality of service (QoS) and customer experience should be goals that are shared across their organisation.

These findings show that telcos are concerned about optimising their networks and processes to deliver the best possible services and experiences to customers.

By using the shared goals of QoS and customer experience as a guiding point, executives can bridge their siloed departments and work towards improving their organisation as a whole.

But how are they choosing to improve things internally?

96%
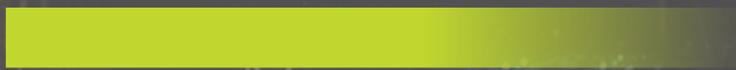agreed that everyone in the organisation should be interested in quality of service

80%
agreed that everyone in the organisation should be interested in customer experience
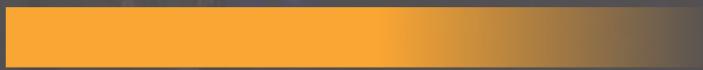
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2014 PRIORITIES

60% are hoping to understand gaps in the delivery process

56% want to improve network performance

52% are focused on developing new products

48% want to understand customer experience on a granular level

Personalisation = Fireworks

Last year, Comptel worked with Vanson Bourne and found that 9 out of 10 subscribers want more personalised interaction with their operators.

Some research even shows that 20% of revenue lost to churn can be saved if a personalised customer experience is created.

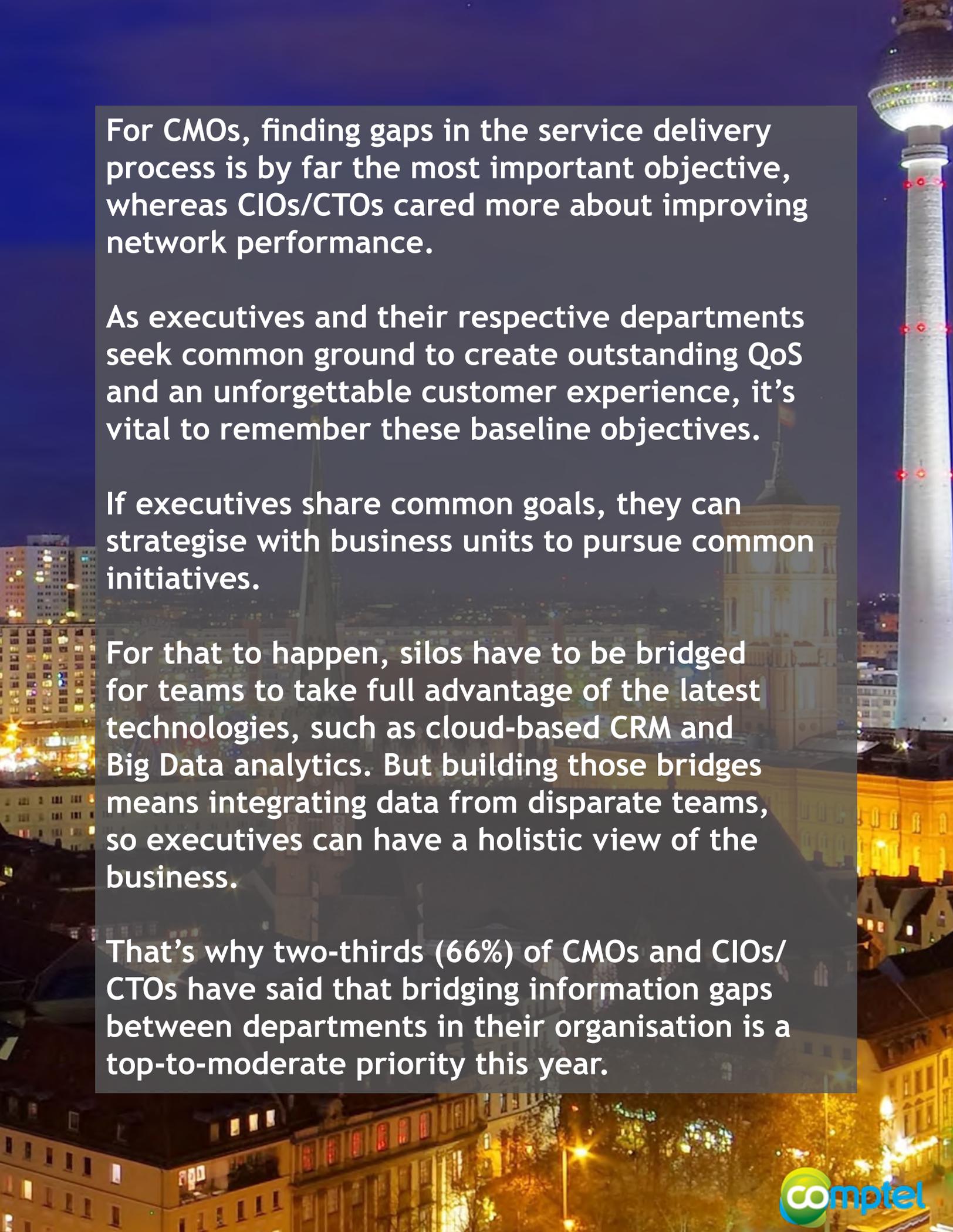comptel

A DIFFERENCE OF OPINION

72%
of CMOs agreed that their top priority was understanding gaps in service delivery

68%
of CIOs/CTOs agreed that their top priority was improving network

For CMOs, finding gaps in the service delivery process is by far the most important objective, whereas CIOs/CTOs cared more about improving network performance.

As executives and their respective departments seek common ground to create outstanding QoS and an unforgettable customer experience, it's vital to remember these baseline objectives.

If executives share common goals, they can strategise with business units to pursue common initiatives.

For that to happen, silos have to be bridged for teams to take full advantage of the latest technologies, such as cloud-based CRM and Big Data analytics. But building those bridges means integrating data from disparate teams, so executives can have a holistic view of the business.

That's why two-thirds (66%) of CMOs and CIOs/CTOs have said that bridging information gaps between departments in their organisation is a top-to-moderate priority this year.

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INTEGRATION

Without integrated OSS/BSS systems, telcos can't optimally leverage their data to improve QoS and customer experience—or achieve any other business goal for that matter.

It's all a matter of knowing customer needs, and taking the right action at the right time in the right way.

ANALYTICS

CMOs and CIOs/CTOs have to understand the data passing through their organisation before deciding where joint efforts should be focused.

With the right network, customer and other data, next-generation, personalised marketing campaigns can be created, or network performance can be optimised, according to peak usage times and behavioural and social habits.

COORDINATION

Could a marketing campaign benefit from knowing the locations where customers use the most data? Should a CIO/CTO know when a new upgrade offer could flood networks with activity?

Execs need to have these discussions if they want to achieve a higher QoS and customer experience.

Right now, this coordination isn't happening.

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THE CHALLENGE

82% want to consolidate or collaborate with departmentally held data

78% believe there's room for more collaboration

28% say they involve marketing in technology strategy decisions

16% have fully integrated OSS/BSS systems

Demographics & Data

Executives are looking for more granular information on five key points in particular: **Customer demographics, network information, social interaction, behaviour and network performance.**

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AUTOMATION

Among CMOs and CTOs/CIOs looking into automation…

62% believe customer experience management would benefit

60% believe quality of service management would benefit

58% believe operations would benefit

44% believe sales & marketing would benefit

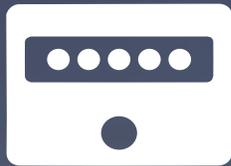**40%** believe charging & billing would benefit

Automation, QoS, Customer Experience

Automation can greatly enhance the efficiency of operations and help integrate data across departments.

By pairing automation with vital customer data, CTOs and CIOs and CMOs won't just make their operations and service delivery more efficient, they'll make it more intelligent.

CONSOLIDATION

44% of execs say consolidating customer, network and service data to one central environment is important – only less than a quarter (24%) of CMOs and CIOs/CTOs disagreed.

All executives can benefit from the consolidation of data, because this will give them a clearer view of business operations.

DATA TRANSFORMATION

64% of execs say their department is in the process of leveraging Big Data to improve customer service.

With analytics & automation, execs can leverage Big Data for a granular view of network and customer patterns. CMOs (88%) believe that understanding customer experience with products is critical for creating targeted marketing—potentially leading to improved ROI.

MODERNISATION

58% believe OSS/BSS consolidation and modernisation is key for CSPs to rise above competition this year.

66% agree that they'll likely incorporate cloud-based technology into their OSS/BSS over the next year as part of this.

CSPs are looking at 2014 with all of this in mind, but also with the motive to change things.

The majority of executives clearly have plans to drastically change their business models or try new things to help them effectively compete and increase revenues.

The key to moving things along is deciding what the company can agree on, and acting in close collaboration and communicating on departments' intelligence.

As our research shows, bridging organisational silos can be relatively simple, leading to a unified focus on QoS and customer experience. Healthy and successful business will then follow.

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Since 1986, **Comptel Corporation** has been a trusted provider of telecom business and operations software that bridges communications service providers (CSPs) with their network and content partners; fixed with mobile networks; and networks with IT.

Comptel's solutions are built on an "event-analysis-action" strategic framework that leverages the company's strengths in event data processing and advanced predictive analytics to enable real-time business decision-making. CSPs can build value and customer intimacy, differentiate from the competition and drive automated network and service interaction to ensure a continually high experience, create revenues, reduce costs and lessen churn.

Comptel has helped more than 290 CSPs across 87 countries meet subscribers' communications and infotainment needs. Its mediation software processes around 20% of the world's mobile usage records, and its fulfillment software delivers services to over a billion subscribers globally. Comptel's services have supported more than 1,400 projects and trained countless people.

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