UNLOCKING NEW GROWTH IN TELECOM

A RECIPE FOR REVENUE

**Ingredients for a Coherent Telco Experience:
Essential for B2B Growth**

Contents

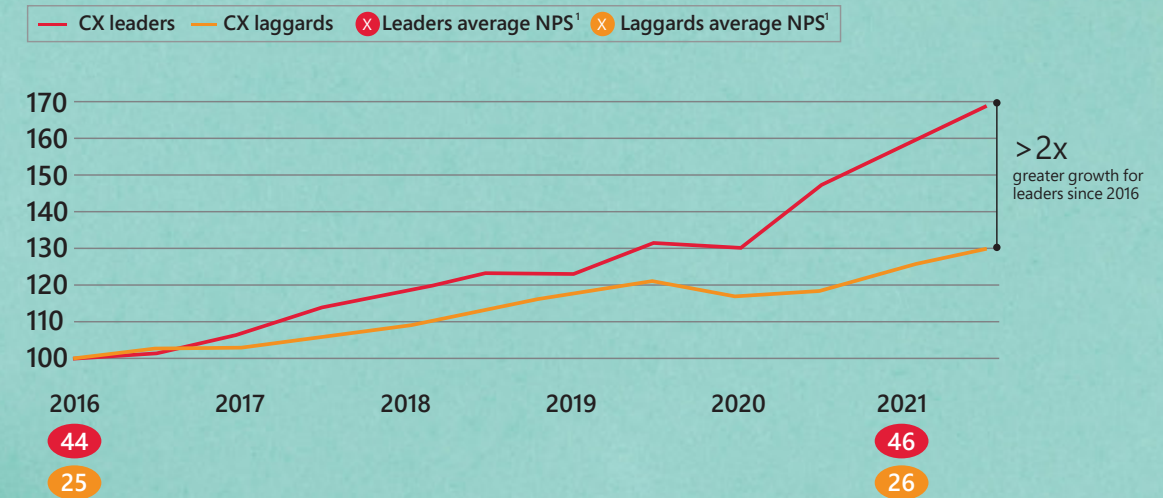# Method for a Cohesive Digital Experience

In the telecom sector, a digital dichotomy stirs the pot. While there are plenty of digital channels on the menu, outdated IT frameworks act like mismatched flavours, creating a less-than-satisfying customer experience for those craving seamless interactions. To "serve up" an exceptional customer experience (as shown in Gartner's data on industry leaders), we need to cook up a reimagined approach. This white paper, A Cookbook for Unlocking New Revenue Growth, serves as your guide to creating the perfect dish for success in telecom.

The Customer Experience Recipe Book

Exhibit 1

Customer experience leaders across industries outperform peers on revenue growth

Revenue of customer experience (CX) leaders and laggards over time, index (100=2016)

— CX leaders   — CX laggards   Ⓧ Leaders average NPS[1]   Ⓧ Laggards average NPS[1]

> 2x greater growth for leaders since 2016

2016 — 44 / 25

2021 — 46 / 26

Note: Matched the NPS of 75 companies to their financial performance; leaders defined as the top 50% companies within same industry.
Souce: NICE Cxone Feedback Management 2021 Consumer Net Promoter Benchmark Study (Net Promoter, and NPS are trademarks of their respective owners)

Enterprise (B2B) customer interactions pose a greater challenge due to the significant variation in expectations and capabilities across different segments. However, powerful self-service capabilities remain a top priority. Partner needs for sophisticated digital interfaces further heighten complexity.

Service providers strive for a self-service digital environment, empowering businesses to manage their growing online portfolio. This shift isn't just an upgrade; it's a telecom industry overhaul. Let's explore its potential, starting with a broad customer experience analysis before diving deeper into B2B mastery.

A Recipe to Revolutionize Telecom

In the enterprise (B2B) "kitchen," customer interactions can be a challenging recipe due to diverse expectations and capabilities across various segments. However, a rich, self-service experience remains the top ingredient for customer satisfaction. Adding "spices" of sophisticated digital interfaces to cater to partners makes the dish even more complex.

Service providers are preparing to whip up a self-service digital environment that empowers businesses to manage their online portfolio effortlessly. This isn't just a refresh of the existing menu – it's a full-scale transformation of the telecom industry's kitchen. Let's start with the main ingredient: an analysis of broad customer experiences, followed by the step-by-step recipe for B2B success.

EXHIBIT 2

B2B CSP Sales Channel Structures

Customer Segment	SOHO	Small Business	Enterprise		Government	
Direct Channels	Same as the consumer	Retail + Sales Teams	Direct Sales	Account Teams	State Local Govt	Federal Govt Agencies
	Digital Channels					
Indirect Channels	Channel Partners-Distributors, OEMs, VARs					
		Commissioned External Sales				
	Outbound Sales					
			Vertical Specialists			
	System Integrators, Delivery Implementation Specialists					

Gartner®

The Digital Revolution is Heating Up

Here's a strategic recipe to streamline the sales process for communications service providers. This recipe divides sales channels into direct and indirect categories for three customer groups: SOHO, Small Business, and Enterprises.

1. **SOHO (Small Office/Home Office)**

   These customers, like individual diners, prefer simple, single-dish meals like mobile connectivity and straightforward add-ons. CSPs should serve SOHO customers with an easy-to-access "menu" on online platforms or in-store options, focusing on simplicity and convenience.

2. **Small Business**

   These customers need a slightly more seasoned approach. Like a complex dish that requires attention to balance, CSPs should combine retail outreach with dedicated sales teams, catering to the nuanced tastes of small businesses, who need both scalability and personalized service.

3. **Enterprise**

   Large enterprises are like a multi-course feast, requiring a comprehensive and consultative approach. CSPs should bring out the "master chefs" — dedicated sales and account teams — to nurture relationships and create customized solutions tailored to each enterprise's unique "palette."

The Secret Sauce for an Integrated B2B Experience in Telecoms

The 6C-Harmony Framework is our proprietary recipe for ensuring a perfectly balanced and customer-centric telecom experience across all channels. This innovative "sauce" is blended from six essential components designed to harmonize every customer interaction.

6C-Experience Framework

2 C
1 CI
3 CA
4 C
5 C
6 C
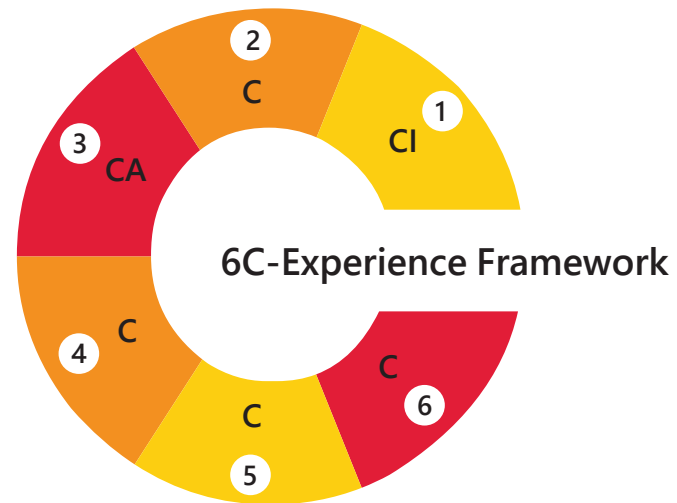
Consistency

Ensure validation across all touchpoints for a dependable customer experience.

Check

Implement the strategy with ongoing monitoring to measure success and make necessary adjustments.

Continuity

Develop a strategic roadmap that ensures enduring alignment with business and customer evolution.

Customer Insight

Gain a deep understanding of customer behaviors and needs through comprehensive journey mapping.

Critical Analysis

Use prioritization to identify and focus on the areas that matter most to customers.

Capability

Evaluate critical capabilities to deliver the intended experience effectively.

A Master Recipe for Customer Experience Harmony

The 6C-Experience Framework Assessment:

Like crafting a multi-course meal, delivering a seamless B2B customer experience requires careful preparation, analysis, and constant refinement. The 6C-Experience Framework serves as your master recipe to harmonize every stage of the journey, ensuring a memorable experience that leaves customers coming back for more.

Customer Insight

Gathering the Key Ingredients
To start, you need to gather the freshest ingredients—customer insights—by understanding every stage of the journey:
- **Identify the Recipe Steps:** Map out the entire customer journey, from the first spark of awareness to post-purchase satisfaction.
- **Track the Flavor Touchpoints:** Record every interaction (or "taste test") your customer has with your business.
- **Listen to Your Diners:** Collect insights through feedback, surveys, and interviews to uncover pain points and areas needing more seasoning (improvement).

Critical Analysis

Refining the Ingredients
Before cooking, a good chef evaluates the quality and priority of each ingredient. Similarly:
- **Spot the Bitter Flavors:** Prioritize the most impactful customer pain points to focus on areas that will bring the greatest satisfaction.
- **Weigh the Impact:** Assess improvements based on their ability to enhance satisfaction, align with business goals, and stay within resource availability.
- **Create the "Flavor Grid":** Use a prioritization matrix to rank opportunities objectively, ensuring nothing is over or under-seasoned.

Continuity

Planning the Cooking Process
A dish without a plan can quickly fall apart. Develop a strategic "roadmap" to ensure everything cooks in harmony:
- **Map the Recipe:** Outline initiatives and actions needed to improve the B2B customer experience.
- **Align Flavors with Purpose:** Ensure all efforts align with business objectives and customer needs identified earlier.
- **Set the Timers:** Define clear goals, responsibilities, and timelines to keep every step on track.
- **Focus on Impact:** Prioritize initiatives based on how much they can improve the "flavor" (customer experience) and deliver measurable outcomes.

Consistency

Tasting Along the Way
Like a chef tasting the dish at every stage, consistency ensures quality throughout the journey:
- **Test the Recipe:** Conduct workshops or interviews with stakeholders and customers to validate the journey map.
- **Adjust the Seasoning:** Incorporate feedback to refine and tweak the journey for perfection.

Capability

Ensuring the Kitchen Is Ready
Great meals require a well-equipped kitchen. Evaluate the tools and skills necessary to deliver excellence:
- **Identify the Tools and Techniques:** Assess critical capabilities like product quality, support, customization, and responsiveness.
- **Spot the Gaps:** Evaluate where the kitchen (organization) falls short and identify areas for improvement.
- **Sharpen the Knives:** Prepare the business to meet customer demands by enhancing capabilities where needed.

Check

Serving and Perfecting the Dish
Finally, it's time to serve the dish (implement initiatives) and monitor its impact:
- **Cook to Plan:** Execute the initiatives with clear communication and alignment across the team.
- **Taste and Measure:** Monitor progress using pre-defined metrics and milestones—like checking doneness on each course.
- **Gather Feedback:** Just as diners provide feedback, continuously collect input from customers and stakeholders.
- **Refine the Recipe:** Adjust the strategy based on results and evolving needs to ensure the experience remains fresh and relevant.

A Perfectly Curated Experience
By following this master recipe—the 6C-Experience Framework—you can craft a B2B customer experience that's both seamless and satisfying. With the right ingredients, tools, and attention to detail, you'll serve up an experience your customers will savor and remember.

Mastering the Enterprise CX Recipe for Success

Crafting a superior customer experience is much like creating a gourmet meal—it requires a strategic blend of ingredients, precise timing, and a clear recipe to deliver results that exceed expectations. This guide, *Mastering the Enterprise CX Recipe for Success,* will help enterprises build a seamless and engaging customer journey, fostering loyalty and advocacy at every step.
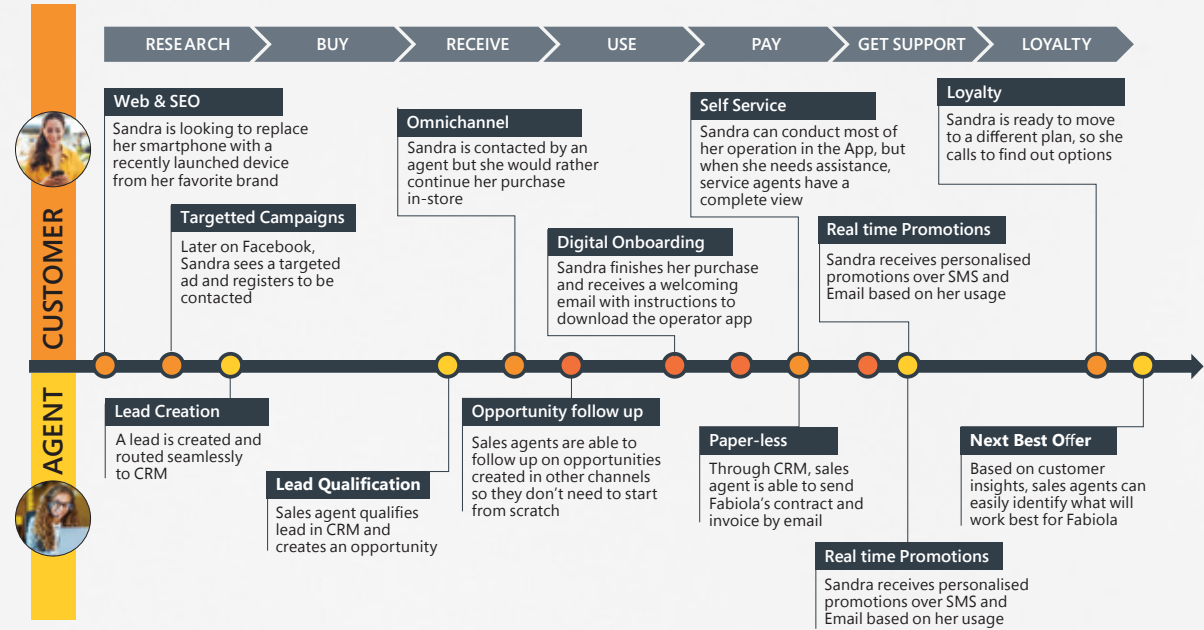
A Hearty Base: Customer Journey Mapping

The foundation of any great recipe is its base, and for enterprises, that base is customer journey mapping. By carefully planning each phase of the journey, businesses can ensure consistency, flavor (experience), and a lasting impression. Here's how to approach each stage of the customer lifecycle:

Phase 1: Awareness – Laying the Foundation (Research)

SEO Optimization: Season your digital presence with search-friendly strategies to ensure visibility.

Content Creation: Add a dash of engaging, informative content to attract and intrigue potential customers.

Phase 2: Consideration – Stirring Interest (Buy)

Targeted Campaigns: Personalize campaigns to capture attention during the decision-making phase.

Omnichannel Engagement: Train your team to meet customers wherever they are—online or in-store—creating a cohesive experience.

Phase 3: Conversion – Turning Interest into Action (Receive)

Lead Creation: Use CRM tools to gather and qualify leads effectively.

Personalized Communication: Offer tailored interactions to guide customers smoothly from interest to purchase.

Phase 4: Retention – Keeping the Flavor Alive (Use)

Digital Onboarding: Simplify onboarding with user-friendly instructions and clear app usage guidance.

Opportunity Follow-Up: Ensure sales agents follow up diligently, leaving no opportunity uncooked.
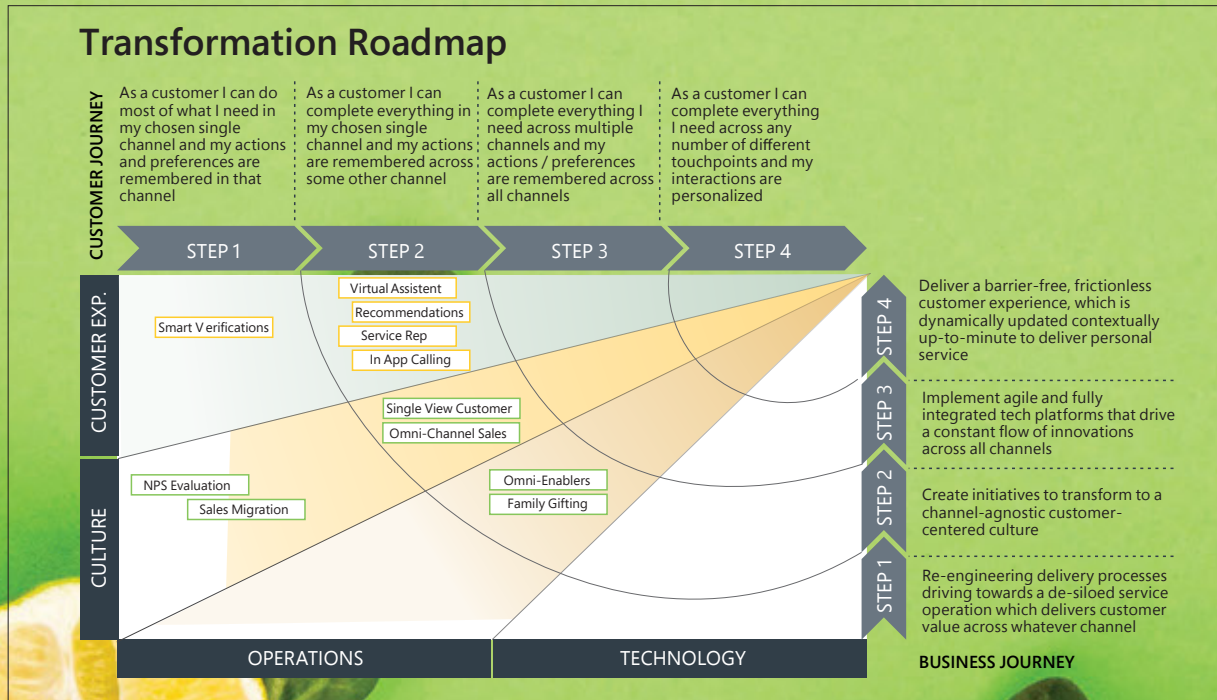
EXHIBIT 3

RESEARCH | BUY | RECEIVE | USE | PAY | GET SUPPORT | LOYALTY

CUSTOMER

Web & SEO
Sandra is looking to replace her smartphone with a recently launched device from her favorite brand

Targetted Campaigns
Later on Facebook, Sandra sees a targeted ad and registers to be contacted

Omnichannel
Sandra is contacted by an agent but she would rather continue her purchase in-store

Digital Onboarding
Sandra finishes her purchase and receives a welcoming email with instructions to download the operator app

Self Service
Sandra can conduct most of her operation in the App, but when she needs assistance, service agents have a complete view

Real time Promotions
Sandra receives personalised promotions over SMS and Email based on her usage

Loyalty
Sandra is ready to move to a different plan, so she calls to find out options

AGENT

Lead Creation
A lead is created and routed seamlessly to CRM

Lead Qualification
Sales agent qualifies lead in CRM and creates an opportunity

Opportunity follow up
Sales agents are able to follow up on opportunities created in other channels so they don't need to start from scratch

Paper-less
Through CRM, sales agent is able to send Fabiola's contract and invoice by email

Next Best Offer
Based on customer insights, sales agents can easily identify what will work best for Fabiola

Real time Promotions
Sandra receives personalised promotions over SMS and Email based on her usage

Phase 5: Service – Ensuring a Smooth Aftertaste (Pay)

Paperless Transactions: Streamline processes with eco-friendly, paperless billing.

Efficient Contract Management: Use CRM tools to manage contracts and invoices with finesse.

Phase 6: Loyalty – Adding the Special Touch (Get support)

Self-Service Options: Empower customers with self-service tools to solve problems independently.

Real-Time Support: Offer timely promotions and solutions to delight loyal customers.

Phase 7: Advocacy – Garnishing with Trust (Loyalty)

Loyalty Programs: Reward repeat business and referrals to turn customers into advocates.

Tailored Offers: Use customer data to serve up personalized, irresistible deals.

A Measured Plan: Baking the Strategic Roadmap

A successful dish requires more than great ingredients; it needs a step-by-step recipe. Similarly, crafting a winning customer experience demands a strategic roadmap to align culture, operations, and technology with business goals.

EXHIBIT 4

Transformation Roadmap

CUSTOMER JOURNEY

As a customer I can do most of what I need in my chosen single channel and my actions and preferences are remembered in that channel

As a customer I can complete everything in my chosen single channel and my actions are remembered across some other channel

As a customer I can complete everything I need across multiple channels and my actions / preferences are remembered across all channels

As a customer I can complete everything I need across any number of different touchpoints and my interactions are personalized

STEP 1 | **STEP 2** | **STEP 3** | **STEP 4**

CUSTOMER EXP.

Smart Verifications

Virtual Assistent
Recommendations
Service Rep
In App Calling

Single View Customer
Omni-Channel Sales

CULTURE

NPS Evaluation
Sales Migration

Omni-Enablers
Family Gifting

STEP 4 Deliver a barrier-free, frictionless customer experience, which is dynamically updated contextually up-to-minute to deliver personal service

STEP 3 Implement agile and fully integrated tech platforms that drive a constant flow of innovations across all channels

STEP 2 Create initiatives to transform to a channel-agnostic customer-centered culture

STEP 1 Re-engineering delivery processes driving towards a de-siloed service operation which delivers customer value across whatever channel

OPERATIONS | **TECHNOLOGY**

BUSINESS JOURNEY

Key Steps to Perfection:

Customer Feedback Analysis: Identify areas of dissatisfaction to fine-tune your recipe.

Technology Upgrades: Modernize tools to enhance efficiency and performance.

Market Research: Stay ahead of trends to ensure your approach remains fresh.

Process Optimization: Streamline workflows to minimize bottlenecks.

Culture Reinforcement Programs: Engage your team to maintain the perfect balance.

Digital Transformation: Use innovative tools to simplify customer interactions.

Refining the Recipe: Perfecting the Customer Experience

Just like a chef refining a dish to achieve the perfect balance of flavors, mastering the customer journey involves tracking every stage of the lifecycle and evaluating key ingredients—quantitative data like metrics and qualitative insights such as pain points, friction areas, and customer emotions. By tasting (analyzing) each phase, we can identify the areas that need seasoning (enhancement) to create a seamless and satisfying customer experience, leaving customers with a taste of optimism for the future.

Identifying Bitter Ingredients: Common Disruptions in the Customer Journey

Every dish has its challenges, and the customer journey is no different. Disruptions are like unexpected bitterness that throws off the entire recipe. These issues can deeply impact the overall experience, making it essential to address them before they ruin the final outcome. Here are some common "flavor disruptors":

• **Lack of Tools for Monitoring Interactions:** Without the right utensils (tools), agents can't seamlessly pick up where the customer left off, especially when transitioning from one channel to another. It's like trying to serve a multi-course meal with missing cutlery—frustrating and inefficient.

• **Order Entry Errors:** Data errors during the "preparation" phase require manual corrections, leading to delays and dissatisfied customers. It's akin to forgetting an ingredient and scrambling to fix the recipe mid-cooking.

• **Limited Visibility in Manual Operations:** Manual processes often lack the transparency needed to track the "dish" (order) from start to finish. This leaves customers guessing and frustrated, much like diners waiting too long without knowing when their meal will arrive.
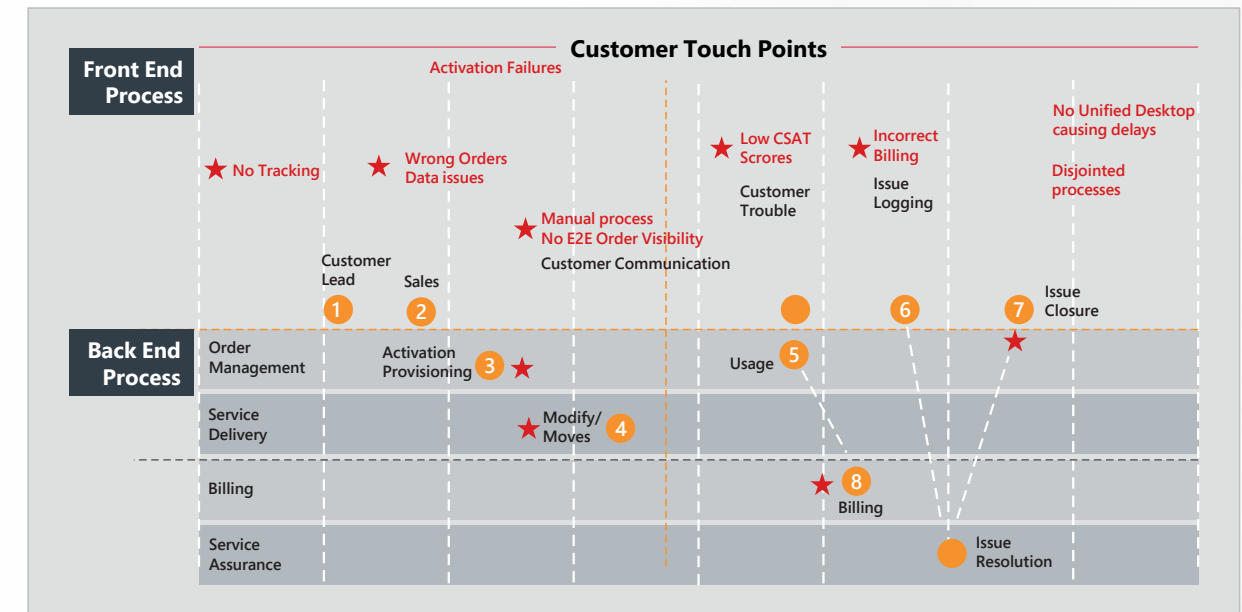
Fixing the Recipe: Addressing Journey Disruptions

Disruptions in customer journeys often occur at transition points where the "ingredients" (information) don't flow smoothly between channels. For enterprise customers, who expect a perfectly orchestrated experience from sales to service, this is especially challenging. Separate systems, much like uncoordinated chefs in a busy kitchen, can hamper progress, creating a dish that doesn't live up to its promise.
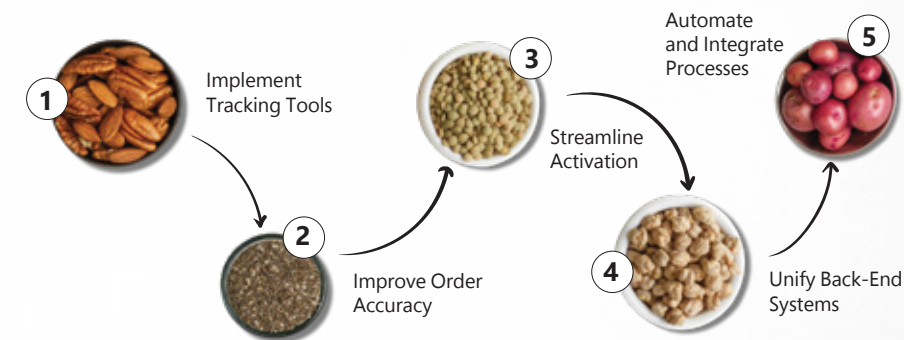
To refine the recipe, businesses need to:
1. Invest in tools that act as the "kitchen brigade," ensuring every part of the journey is coordinated and monitored.
2. Automate processes to reduce errors, just like precision cooking instruments ensure consistency.
3. Provide visibility across systems, creating transparency akin to an open kitchen, where customers can trust the process.

EXHIBIT 5

Actionable recommendations for enterprises:

1. Implement Tracking Tools
2. Improve Order Accuracy
3. Streamline Activation
4. Unify Back-End Systems
5. Automate and Integrate Processes

A Flavorful Blend: Prioritizing Customer Journey Enhancements

Crafting the perfect customer experience is like curating a gourmet menu—it's essential to focus on the "signature dishes" that offer the highest value while refining others to enhance overall satisfaction. Just as a chef prioritizes the courses that delight the most diners, enterprises must focus on customer journeys that generate the most revenue and offer the greatest potential for improvement. Here's how to "plate up" your prioritization:

Priority 1 Journeys: The Star Dish
High Revenue, High Room for Improvement

These are your "signature dishes" with massive potential. Improving these journeys can significantly boost revenue and delight customers. For example, customers upgrading their plans or services often face "overcooked" processes—complicated steps and long wait times. Streamlining this journey is like perfecting the plating of your star entrée: it attracts more diners (customers), drives higher revenue, and leaves a lasting impression of satisfaction.
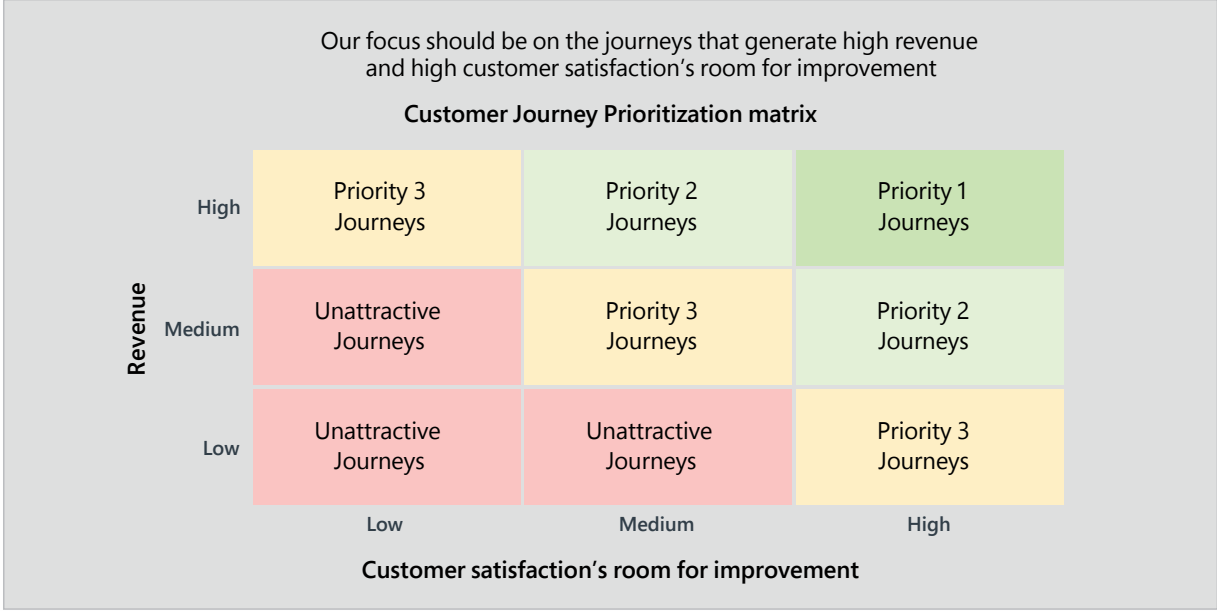
Priority 2 Journeys: The Supporting Courses
Medium Impact on Both Dimensions

These journeys are your "side dishes" that complement the experience. While they may not be as prominent, enhancing them can elevate the overall dining experience. For instance, resolving technical issues quickly and effectively can both improve customer satisfaction and encourage the use of additional "menu items" (services), gradually increasing revenue over time.

Priority 3 Journeys: The Balanced Pairing
High Revenue, Low Room for Improvement and Vice Versa

These journeys are like well-executed staples on your menu—important but not in urgent need of reinvention. Some generate a lot of revenue but offer limited opportunities for satisfaction improvements, while others have a high potential for customer delight but minimal impact on revenue. Think of these as reliable dishes that don't need to steal the show but must remain consistent.

EXHIBIT 6

Our focus should be on the journeys that generate high revenue and high customer satisfaction's room for improvement

Customer Journey Prioritization matrix

Revenue	Low	Medium	High
High	Priority 3 Journeys	Priority 2 Journeys	Priority 1 Journeys
Medium	Unattractive Journeys	Priority 3 Journeys	Priority 2 Journeys
Low	Unattractive Journeys	Unattractive Journeys	Priority 3 Journeys

Customer satisfaction's room for improvement

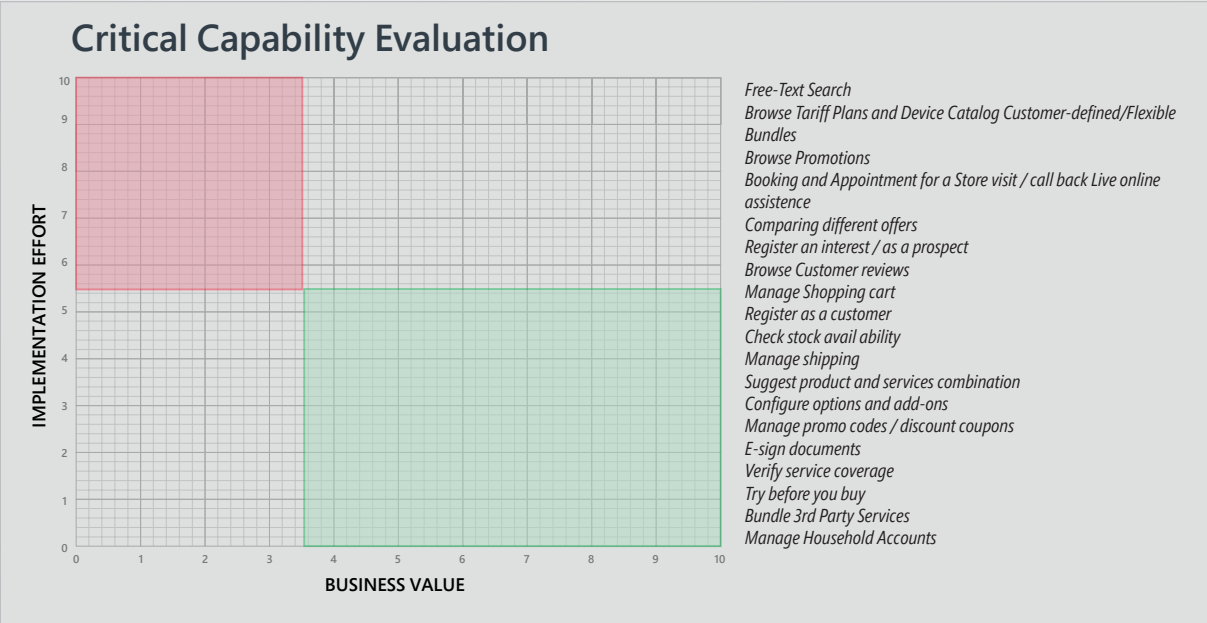**Unattractive Journeys: The Forgotten Ingredients Low Revenue, Low to Medium Room for Improvement**

These journeys are like the less popular items on the menu—offering little contribution to revenue and limited scope for improvement. While they don't need immediate attention, they shouldn't be completely ignored. Keep these "ingredients" on the back burner, revisiting them as your kitchen evolves.

Using the Prioritization Matrix: Cooking with Precision The Customer Journey Prioritization Matrix acts as your recipe card, guiding you to focus resources where they'll make the most impact.
By understanding which "dishes" (journeys) need refinement and which can be left as is, enterprises can create a menu (customer experience) that satisfies both revenue goals and customer expectations.

Essential Spices for Evaluating Critical Capabilities

Crafting an exceptional customer experience is akin to seasoning a dish—you need just the right mix of spices to bring out the best flavors without overcomplicating or wasting ingredients. Similarly, evaluating critical capabilities helps enterprises focus on high-impact areas, avoid costly "over-seasoning" (investments with low ROI), and channel resources into the "spices" that truly enhance the experience.

EXHIBIT 7

Critical Capability Evaluation

(Y-axis: IMPLEMENTATION EFFORT, 0–10; X-axis: BUSINESS VALUE, 0–10)

Free-Text Search
Browse Tariff Plans and Device Catalog Customer-defined/Flexible Bundles
Browse Promotions
Booking and Appointment for a Store visit / call back Live online assistence
Comparing different offers
Register an interest / as a prospect
Browse Customer reviews
Manage Shopping cart
Register as a customer
Check stock avail ability
Manage shipping
Suggest product and services combination
Configure options and add-ons
Manage promo codes / discount coupons
E-sign documents
Verify service coverage
Try before you buy
Bundle 3rd Party Services
Manage Household Accounts

Adding the Right Spices: Why Evaluation Matters
Every great dish requires careful seasoning, and so does your digital customer experience. Conducting a thorough analysis of the backend systems that support customer interactions allows enterprises to:
• Identify the "essential spices" (key capabilities) that align with specific customer needs and business requirements.
• Customize the recipe (systems) to ensure the right flavor (customer satisfaction) for each segment.
• Launch or upgrade digital customer experiences that are balanced, effective, and impactful.

Without this evaluation, you risk either under-seasoning (missing critical needs) or over-seasoning (wasting resources on low-impact areas), which can leave your "dish" (customer journey) underwhelming.

EXHIBIT 8
Customer Journey Overview (Consumer) - Business Value & Implementation Effort

Journey	Capability	Business Value	Effort for Implementation
Explore	Free-Text Search		
	Browse Tariff Plans and Device Catalog		
	Customer-defined / Flexible Bundles		
	Browse Promotions		
	Booking and Appointment for a store visit/call back		
	Live online assistence		
	Comparing different offers		
	Register an interest / as a prospect		
	Browse customer reviews		
Buy	Manage shopping cart		
	Register as a customer		
	Check stock availability		
	Manage shipping		
	Suggest product and services combination		
	Configure options and add-ons		
	Manage promo codes / discount coupons		
	E-sign documents		
	Verify service coverage		
	Try before you buy		
	Bundle 3rd Party Services		
	Manage Household Accounts		
Receive	Track Order Status		
	Change in-flight Order		
	Guided setup process		
	Activate Service and Product configuration		
	Share setup feedback		
Use	Manage Customer Identity		
	Manage account and subscriptions		
	Manage communication preferences		
	Configure Product / Services option		
	Manage Loyalty Program		
	Manage / register Devices		
	Manage Household accounts		
Pay	View Usage, credit and allowances		
	View Bills		
	Pay Bills		
	Notify usage limits / thresholds		
	Add-on one-off options		
	Dispute bill or usage		
	Top-up prepaid accounts		

Careful Cooking and Vigilant Monitoring: Perfecting the Recipe for Success

In the culinary world, even the best recipe requires precision in execution and constant tasting to ensure it turns out just right. Similarly, in business, the implementation and monitoring of a strategic roadmap are akin to cooking a complex dish—you need to follow the steps meticulously while keeping an eye on the process to achieve the desired results.

Without careful attention during implementation, even the most promising recipe can fall flat. By ensuring alignment, setting clear KPIs, and actively monitoring progress, enterprises can avoid overcooking or undercooking their initiatives, delivering results that satisfy both business goals and customer expectations.

After all, a great dish—and a great strategy—isn't just about the recipe but also the care and attention you bring to the process. With thoughtful cooking and vigilant monitoring, you can serve up a recipe for success every time.
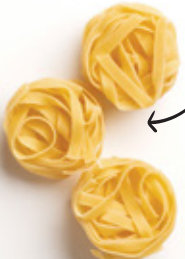
Enterprises can implement and monitor initiatives by:

Setting KPIs
As outlined in the text, these should reflect critical touchpoints and anticipated business impacts. Examples include Conversion Rate, Order Capture Time, and Order Error Rate.

Benchmarking & Goal Setting
Documenting current metrics as bench marks allows for clear goal setting and comparison post-implementation to assess if objectives are being met or exceeded.

Utilizing Real-Time Data
Implementing tools that can track and report on these KPIs in real-time can significantly enhance responsiveness and the ability to iterate quickly based on customer feedback.

Mapping Customer Journey
The accompanying chart suggests that different stages of the customer journey, such as Research, Buy, Receive, Use, Pay, and Get Support, should have distinct KPIs and tailored to measure success at each phase.

EXHIBIT 7

	Research	Buy	Receive	Use	Pay	Get Support	Change/Leave
	Digital Share of Acquisition						
				Online vs Other Channel ARPU			
				Customer Effort Score			
	Customers visited (Store / website)	#of new orders	# queries on activation	% change of orders	% bills processed correctly	First call resolution rate	Customer churn
	New contacts across all channels	# gross additions / net additions	% Activation Right First Time	#Interactions per Customer	Number of invoice related questions	Total number of complaints/ customer	% Renewal
	Average Customer Review	% subscriber Growth		# Website Logins per Customer	Total billing revenue	% of requests originating per channel	% Successful Retention
	Relationship net promoter score (NPS)			# Mobile App Login per Customer	% of adjusted bills	# inbound calls	% of Upgrades on Digital Channels
	Bounce Rate on Digital Channel						
	Average Handling Time (AHT) in Agent Channels		Order Error Rate				

(KPIs for Customer Journey Metrics)

A Dash of AI and GenAI: Perfecting the Recipe for Operational Excellence

Integrating AI and Generative AI into your business strategy is like adding premium ingredients to an already good dish—it refines, enhances, and elevates the entire experience. For enterprises, this "banquet" of benefits ensures personalized service, efficiency, and robust security, all while preparing for the future.

Anticipating Needs: Predictive Analytics
With predictive analytics, businesses can foresee customer preferences and market trends, much like a chef knowing exactly what dish will become the next crowd favorite. This foresight allows you to prepare ahead, serving up exactly what customers crave before they even ask for it—keeping your business one step ahead.

Agile & Efficient: Dynamic Network Optimization
AI-driven network optimization fine-tunes your digital operations, making real-time adjustments to ensure everything runs at peak efficiency. It's like controlling the flame under a simmering pot—ensuring the dish cooks evenly without burning or boiling over.

A Touch of Customization: Personalized Support
AI delivers unmatched personalization, much like a chef crafting a dish to suit an individual's unique palate. By understanding and anticipating customer needs, AI tailors support that delights every time, ensuring customers feel seen, valued, and satisfied.

Streamlined Processes: Automated Efficiencies
Automation powered by AI streamlines repetitive tasks, much like having sous chefs handle the prep work. This frees up your "head chefs" (human resources) to focus on more complex, creative challenges—keeping your business lean, agile, and ready to innovate.

A Strategic Sprinkle for Transformation

The inclusion of AI and GenAI isn't about reinventing your entire kitchen—it's about strategically adding the right elements to elevate what already works. With thoughtful integration, businesses can achieve a more personalized, efficient, and secure operation, ensuring they stay competitive and "on the menu" in today's rapidly evolving digital landscape.

Serve your customers an experience they'll keep coming back for—with AI as the secret ingredient to success.

The Ongoing Journey: Continuous Improvement
Much like perfecting a recipe over time, integrating AI and GenAI is a continuous journey. These technologies adapt, learn, and evolve, consistently refining processes and enhancing the overall "flavor" of your customer and operational experiences.

Vigilant Protection: Enhanced Security Monitoring
Incorporating AI into security protocols is like having a master chef with a watchful eye, ensuring no ingredient (data) is compromised. AI acts as an ever-vigilant guard, identifying and responding to threats before they can spoil the entire operation.

Identify the Best: Choosing the Right Partners
Selecting the right AI technology partners is akin to sourcing the finest ingredients for your signature dish. The quality, expertise, and compatibility of these partners will determine the success of your AI strategy, ensuring every addition enhances the outcome.

Cooking Up Success: Vodafone Germany's Transformation Recipe

Vodafone Germany was juggling too many "ingredients"—separate BSS platforms for mobile, fixed-line, and cable services. This created a complex and disjointed "sales recipe," making it difficult to offer seamless bundled services to customers. To deliver a smoother and more satisfying experience, they needed to simplify their kitchen and refine their processes.

The Secret Sauce: Comviva's BlueMarble Commerce Solution
By implementing Comviva's **BlueMarble Commerce Solution**, Vodafone Germany transformed its multi-system landscape into a cohesive, well-orchestrated recipe for success.

The Result: A Perfectly Balanced Dish
By simplifying operations and delivering a unified experience, Vodafone Germany not only improved efficiency but also enhanced customer satisfaction. With the right tools and refined processes, they cooked up a winning recipe for success in a competitive market.

Comviva's BlueMarble Commerce: The secret ingredient for seamless transformation and sustained growth.

40% Reduction in Average Handling Time (AHT): Like streamlining prep time in a kitchen, agents could now serve customers faster and more efficiently.

Improved Sales Conversion Rates for Bundles: Offering bundled products became the "special combo platter" customers couldn't resist, leading to higher conversions and happier diners (customers).

Seamless Integration of Acquired Assets (Liberty Global): Integrating new ingredients into the recipe was effortless, ensuring the kitchen stayed efficient and productive during major transitions.

50% Reduction in Order Errors for Bundled Products: Reducing errors is like perfecting the measurements—each order was executed with precision, ensuring a seamless experience for customers.

Remote Sales Capabilities During COVID-19: The solution enabled a "cloud kitchen" approach, allowing remote sales teams to continue serving customers without disruption, even during the pandemic.

"Comviva, for example, and especially Blue Marble, looking at the catalog that fits exactly in our strategy and simplifying our architecture roadmap and also helping us to inject this kind of functionality into our overall state." – Ulrich Irnich, Chief Information Officer, Vodafone Germany highlights the value of Blue Marble

comviva
A TECH MAHINDRA COMPANY

Comviva simplifies business complexity. Our innovative portfolio of digital solutions and platforms brings greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform, and bring efficiency. From maximizing customer lifetime value to enabling large-scale digital transformation, we partner globally with organizations in the communications and financial industry to solve problems fast and transform for tomorrow. Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries and have delivered the benefits of digital and mobility to billions of people around the world. Comviva is a completely owned subsidiary of Tech Mahindra and a part of the Mahindra Group.

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