



Communications Reinvented

How CSPs can evolve to build
relevance and drive growth

Andreas Caracostas

CMT Managing Director

Relevance is key

Industry challenges

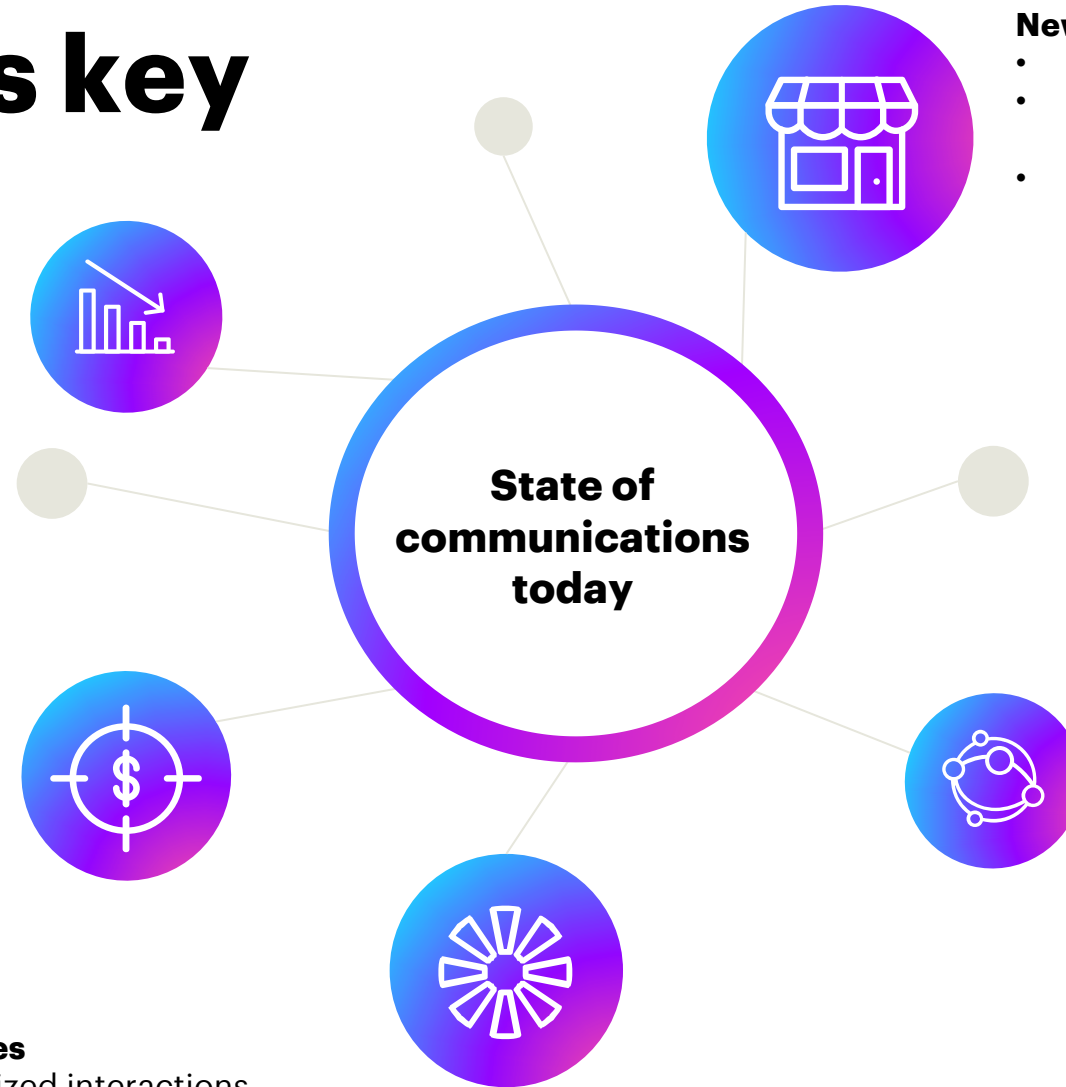
- Decelerating GDP Growth
- High, persistent inflation
- Stringent regulations
- Push for sustainability

Profitability problems

- Lagging industry growth
- Stagnant Mobile ARPU growth
- EBITDA margins are under pressure
- High CAPEX and marketing spends

AI opportunities

- Contextualized interactions
- Hyper-personalized offers and promotions
- Seamless experience across channels
- Great service—anytime, anywhere
- Convenient, flexible shopping options



New competitors for large enterprises

- Rapid value chain expansion by tech giants
- Opportunity to orchestrate connected industry solutions
- Growth avenues in 5G, cloud and edge computing

Tech evolution for small and medium businesses

- New operating models
- Reinvention of portfolios around new capabilities
- Becoming trusted growth partners
- New offerings beyond connectivity

Life Centricity



Customers are calling for change.

To win, CSPs must adapt.

Brand loyalty is decreasing

CSPs are finding it **more difficult to generate customer loyalty** in an **increasingly competitive market**. They're struggling to differentiate themselves and adapt to people's constantly evolving needs.

Personalization is expected

The days of "one size fits all" are over. **People want to be seen as unique and have their specific needs satisfied**. This applies not only to the **services and experiences provided by CSPs** but also the customer support they receive.

Technology is overwhelming

Technology is evolving fast, and people want to be up-to-date on latest trends. **Amid all the complexity, customers expect guidance from CSPs**, —but CSPs remain stubbornly focused on connectivity, instead of taking on necessary advisory and service-based roles.¹⁰

Five Universal Truths Required to Win

1 | Connect on a Human Level

2 | Know Them to Delight Them

3 | Reward Loyalty

4 | Be Their Life Aggregator

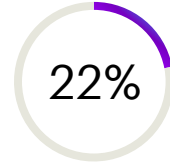
5 | Simplify & Visualize

Customers' ever-evolving habits and preferences mean they demand more from CSPs

Low customer loyalty



of customers have stayed loyal **for more than five years** with service provider.

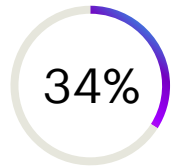


Churn rate
In telecom

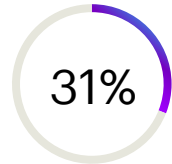
- Consumer decision drivers:**
1. High-quality network (**67%**)
 2. Competitive pricing (**54%**)
 3. Customer service (**49%**)

The churn rate in the telecom industry is **relatively high due to low barriers to churn**, such as mobile number portability (MNP) and increasing personal (non-contract) device ownership.

Low customer satisfaction



of consumers **feels entirely satisfied with the experience** offered by their telecom provider



Telecom holds the **lowest net promoter score (NPS)** among major industries

Net promoter score (nps)

Top three dissatisfaction factors: Discovering, activating and changing services

% consumers fully satisfied



Accenture Comms Consumer Survey, N=6,800 for wireless/mobile provider N= 5,179 for home broadband internet provider

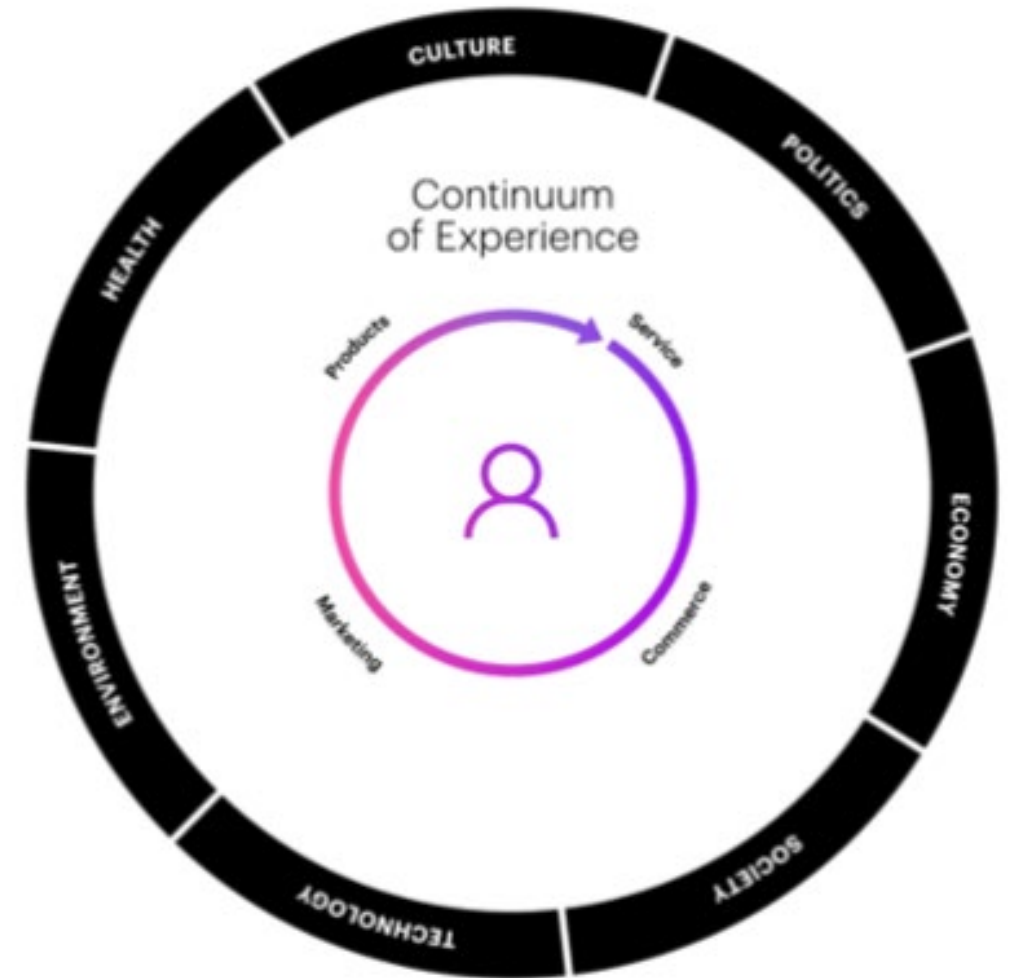
Meeting consumer expectations requires widening the aperture

From customer-centric to life-centric

A mid global volatility and the pressures of external life forces, people are becoming increasingly unpredictable. To meet their ever-changing needs, businesses need to shift from a customer-centric approach that sees them merely as buyers to a life-centric approach that sees them as dynamic, multi-dimensional individuals navigating a complex world.

Life-centric businesses cut through the chaos: They connect data, tech and talent to see customers in their full lives and adapt at the speed of change.

Data shows companies who lead in life centricity will outpace the growth rate of peers by **9% annually**.



Gen AI will enhance customer experience¹⁴

Hyper-personalized recommendations

Intelligent virtual assistants

50%

of consumers have increased their usage of virtual assistants

Enhanced omnichannel engagement

Preventive customer support

95%

Of customer interactions are expected to be AI-enabled by 2025

Network optimization

Predictive infrastructure maintenance

97%

of executives say generative AI will be transformative for their industry



**Becoming trusted digital advisors
for customers.**

With a life-centric approach, CSPs can reimagine their role in peoples' lives



FROM

Connectivity service provider

Standardized products/services

Reacting to customer needs

Passive role in handling customer data

Lack of trust and feelings of ambiguity

TO

Digital orchestrator and advisor

Hyper-personalized, values-based experiences

Proactively providing services they didn't know they needed

Active role in handling data and privacy

Increased confidence, security and loyalty

Traditional CSP

Trusted digital advisor

The future of service

With **data and Generative AI**, CSPs can become trusted digital advisors and accelerate new benefits²⁶

From reactive

To trusted digital advisor

Low Margin, Low Value-Added, Differentiation

High Margin, Value-Added, Differentiation

Stage 1

Call center

Operational efficiency

Increase productivity by improving agent experience and advancing self-service options

Stage 2

Contact center

Operational effectiveness

Enabled hyper-personalized and proactive experience by connected service

Stage 3

Experience hub

Customer effort and experience

Get connected with other providers in the same customer journey own unified experience

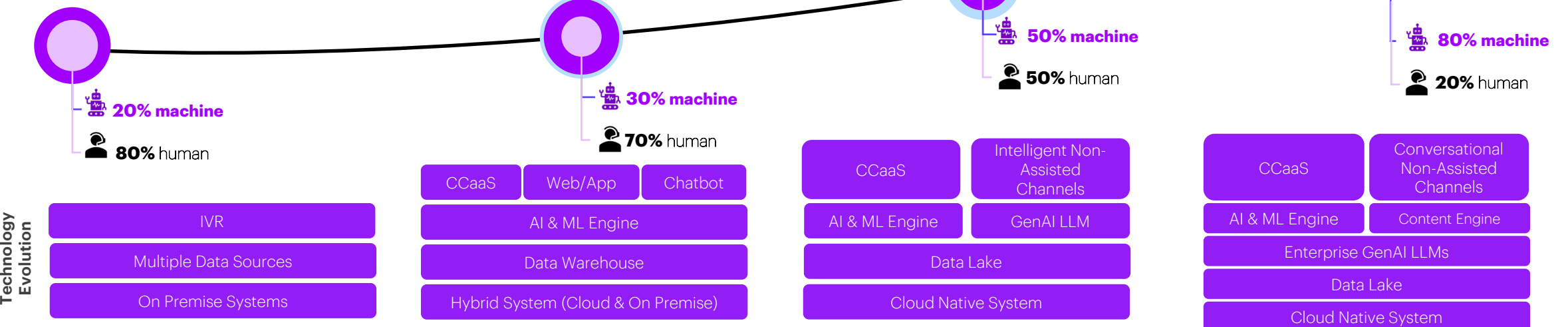
Stage 4

Insight customer center

Profit and revenue engine

Orchestrate and provide "Invisible Service"

● Human handled ● Digitally executed ● Powered by Gen AI



Differentiation in customer service will be a significant competitive advantage

Customer metrics



CSAT
2-3x



CLV
5-10%

BENEFITS

- Interaction history
- Predict & personalize
- Reduce churn, increase customer lifetime value

With GenAI

10% churn reduction can be achieved

Financial Metrics



REVENUE
2-15%



OPEX REDUX.
30- 40%

BENEFITS

- Higher sales rate avg. value per sale
- Improved cross-sell / upsell conversion rates
- Increase upsell

With GenAI

20% reduction in cost to serve can be achieved

Operational Metrics



- FTES
40-50%



+ SELF SERVICE
50%

BENEFITS

- Higher sales rate avg. value per sale
- Improved cross-sell / upsell conversion rates
- Increase upsell

With GenAI

52%+ of all working hours can be automated or augmented

Productivity Metrics



+ AHT
5-10%



+1st CALL RES.
10-15%

BENEFITS

- Higher sales rate avg. Value Per sale
- Improved Cross-sell / Upsell Conversion Rates
- Increase upsell

With GenAI

Up to 30% pre & post-call operations can be cut

This month we
launched our
Athens GenAI Studio
focused on Customer



Thank you