

# Digital customer experience is a new Battlefield!

**T** You've got to start with customer experience and work back toward Technology, not the other way around

- Steve Jobs

**T** It takes over 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently

- Warren Buffet

Telecom providers can provide better CX by being willing to engage their customers and understand what they like and don't like and what they want.

## Customer experience will overtake price and product as the key brand differentiator.

### Roadblocks telecoms face to deliver seamless customer engagement

- People are hard to please
- Competition from non-traditional communications players
- Declining revenue numbers
- Over capacity
- Customer expectations

Despite the challenges, telecoms must take steps to improve customer experience in order to deliver results.

Prioritize business process transformation, any strategy chosen should have one goal in mind: to improve your relationship with your most important assets-your customers.

### Some key factors for improving digital customer experience:

#### Speed the time between recognition and resolution of problems

Through pattern analysis, understand the reasons behind common problems and create faster responses to these issues.

### Keep it simple for customers

Create a single plan of digital experience, including mobility, so that customers can define how they want to interact with you.

### AI-based digital tools

Artificial intelligence (AI) enables businesses to offer far more efficient services to customers, improving CX by surpassing human capabilities.

**IDC estimates that 75% of enterprise applications will use AI services by 2021.**

### Customer-centric culture

A company-wide customer-centric culture essentially places the customer at the heart of the organization, ensuring a positive experience both pre-sale and post-sale. Customer-centricity has been proven to drive repeat business, increase customer loyalty and boost profits.

**UniServe  
NY**

**for Telecoms**

Innovative solutions built on our platform enables telecoms to take the steps that are needed to overcome digital experience challenges and create great customer experiences.

UniServe™ NXT platform makes it easy to unify customer information spread across multiple systems.

Automated solution to create a single view of customer within and across Lines of Business

Consolidated communication of multiple subscriptions across Lines of Business.

Using intelligent analysis capabilities, you can assess and improve your customer experience through both physical and digital channels.

Automate front- and back-end tasks to resolve customer issues automatically.

Single application for presentation, reporting & analytics bringing in operational efficiency

**UniServe  
NY**

**platform's impact on you**

- Single view of customers results in targeted communication and greater user experience
- Reduced costs and improved operational efficiencies of customer communication
- Better & enhanced customer experience with timely alerts and notifications
- Highly user-friendly application for faster & improved customer service
- Reports on usage patterns improved customer service