

Restoring connections

How telecommunications providers can reboot the customer experience

Communications service providers can escape commoditization and differentiate themselves from the competition by focusing on three key actions:

Reset

the overall customer experience

More than half of consumers consider their providers “average to poor” in a host of even very basic services

Create

innovative, compelling products and services

Only 38% of consumers believe their provider enables them to provide input for new products and services

Deploy

smarter capabilities to better glean customer insight

Just 30% of telecommunications executives believe they have a “high” level of customer understanding

To read this IBM Institute for Business Value study, see: ibm.biz/ReConnections