Customer Experience Management
Operator Strategies and Purchase Horizons

The transformation to an IP-based service delivery environment has forever altered telecommunications operators’ traditional business model. To attract and retain subscribers, operators must now support thousands of applications and devices, as well as compete with a new breed of over-the-top service providers. This hypercompetitive climate is driving operators to adopt comprehensive Customer Experience Management (CEM) solutions to assist operators in differentiating the quality and reliability of the services they offer subscribers.

The CEM market, however, is quickly evolving and, due to its cross-organizational nature, highly complex. Accordingly, competing vendors in the CEM space are confronted by multiple fundamental questions. How far along are operators in the development and organization of CEM strategies? Are operators currently focused more on providing customers with reliable service and quick problem resolution or are they interested in leveraging a CEM solution for monetization purposes? What are the primary objectives that operators wish to achieve through CEM and how do they plan to implement a solution?

*Current Analysis* undertook a research program to understand the key considerations of service providers for their CEM implementations and to help infrastructure vendors achieve differentiation in their portfolio and propositions. The combination of our demand-side and supply-side analysis will help align vendor market positioning with service provider requirements, and offer tactical recommendations to improve vendor competitiveness.

By engaging with *Current Analysis*, our proven opportunity analysis methodology will help you:

- Clarify service provider interest in CEM solutions across North America and Europe
- Discover operator strategies, preferences, and barriers for procuring CEM solutions
- Identify where the client’s capabilities best align with customer requirements
- Identify product capabilities the client should develop to meet customer requirements and exceed competitor capabilities
- Analyze the cross-functional buying and decision-making processes for making CEM purchase decisions
- Arm your sales and marketing teams with tactical recommendations to improve the competitive differentiation of your CEM offerings

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Customer Experience Management (continued)

Key Research Topics

The objective of this research is to provide equipment suppliers with a clear understanding of the key factors that network operators are weighing as they make key purchase and implementation decisions for CEM solutions. Furthermore, it provides insights into network operator investment priorities over short- to medium-term purchase horizons.

Specifically, the analysis covers:

- What are the organization challenges facing network operators looking to adopt a CEM solution that requires coordination across multiple components of their organization, including operations, network performance, billing and customer care? What are the barriers to adoption?
- What are the major expectations and objectives of operators looking to adopt a CEM solution? Are operators looking to reduce subscriber churn by providing better customer service or do their objectives include new revenue generation through more targeted and personalized services?
- What are operators’ attitudes toward the scope of a CEM solution? What type of customer-related insight are operators most interested in collecting? What capabilities do operators see as intrinsic to a comprehensive CEM solution?
- What are operators’ strategies toward adoption of a CEM solution? Are they likely to purchase piecemeal from multiple vendors or work with a system integrator to construct a multivendor solution?
- What are the relative perceptions of competing vendor capabilities? What issues (e.g., vendor size, viability, portfolio breadth, service delivery, etc.) influence those perceptions?