

OPERATORS AND THE TRANSITION TO DIGITAL SERVICE EXPERIENCES



In a comprehensive survey on the topic of **Operator Transformation**, we asked operators to assess common elements involved in operator transformation: to rank specific concepts, rate their own capabilities, score specific methods to deliver value, and comment on organization realities within their own legacy environments

8.2/10

The Overall Strategic Importance of moving to digital service experiences for their users

On Strategy



Ranking of strategic elements required to deliver Digital Service Experiences (from most important to least important)



1. Simplifying the way users onboard to services and manage their services digitally
2. Capturing user-level interaction data for every individual user of services
3. Being able to give each user with an account, specific privileges, preferences & access
4. Personalizing self-care, access, and service experience for every individual
5. Having a one to one relationship with every user that consumes an operator service
6. Merging siloed users across different billing, care and service systems
7. Enabling users to self-manage groups, subusers and profiles

Operator Capabilities Today



4.2/10

The average score that operators rated their own capabilities on a scale from "developing capability" to "leading capability" when assessing the Digital Service Experience they currently offer their users

Highlights of operator self assessment:

3.7/10
"We have similar functionality to OTT players"

4/10
"We enable one to one relationships with every user"

4.8/10
"We have frictionless user journeys"

Business Value

In terms of **how operators plan to deliver value back to the business** once they've transitioned to digital service experiences for their users, they said:



"Enabling every user in an account to interact digitally will result in churn reduction and/or higher NPS (Net Promoter Score)"

Avg 7.4/10

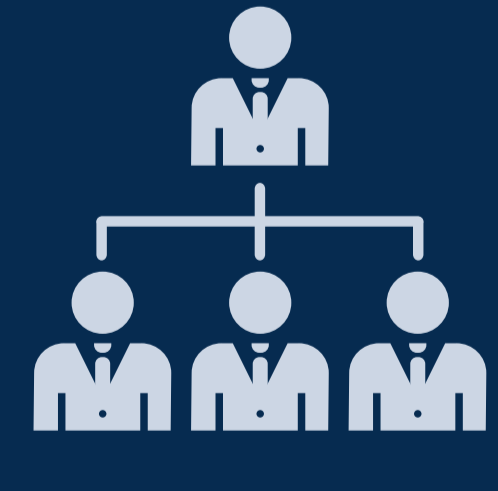
"User level personalization is seen as necessary in my company to compete effectively with competitive OTT offerings"

Avg 7.3/10

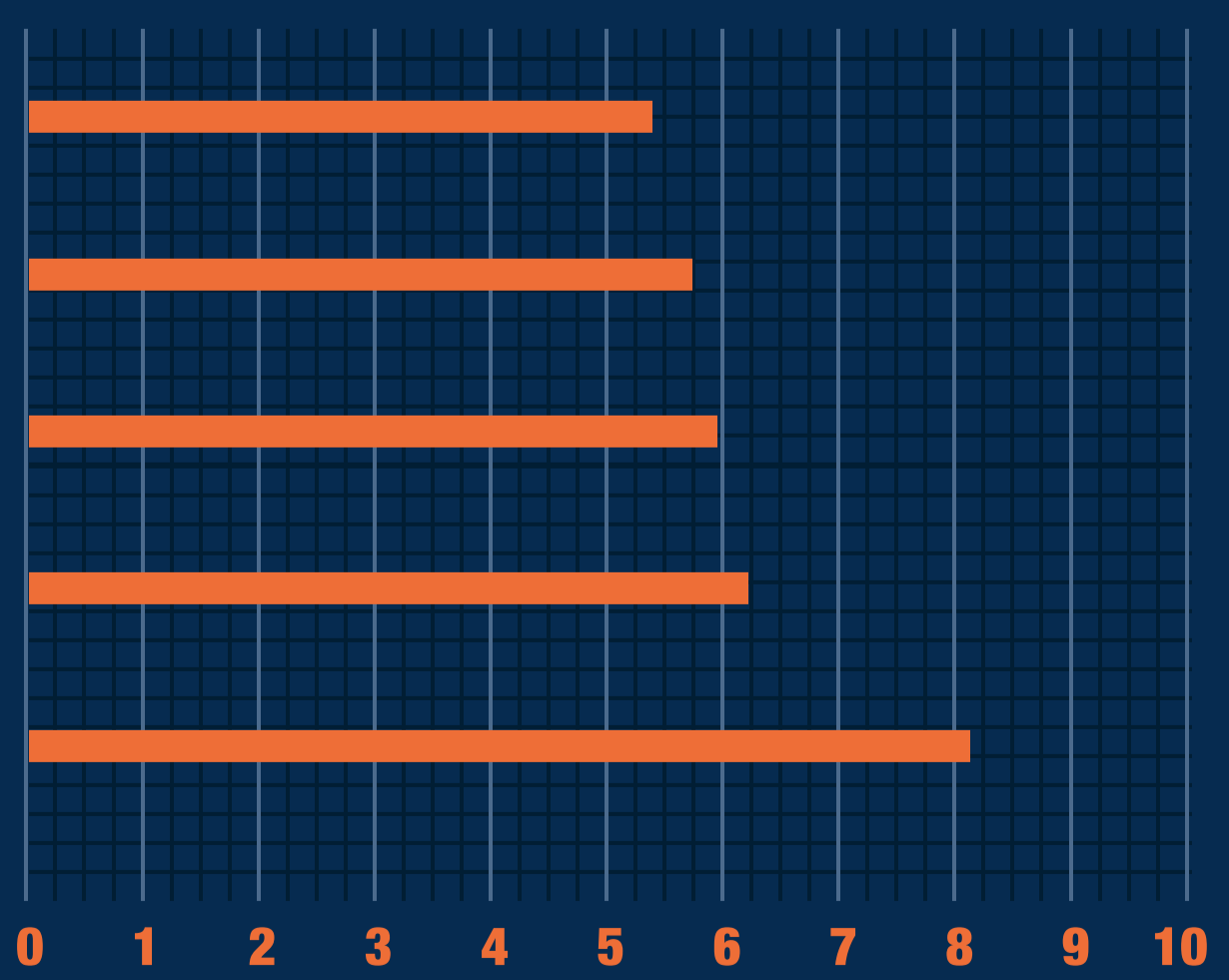


Ownership

The route to enabling **User Lifecycle Management** for operators so they can transition easily to Digital Service Experiences involves a platform that would reside above existing B/OSS systems in order to increase time to market and keep transition costs low. Here's what they said in terms of organizational ownership for this type of platform:



- Network Services that need to manage users should build their own capabilities
- Frameworks like TM Forum's eTOM/SID should lead in this area
- It needs to be clear organizationally where such a platform resides
- IT can and should develop this capability
- Just as care owns the customer, care should also own the user



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