



Seizing the Digital Telco Opportunity

Launching Greenfield Digital-Only Operations

Telco Transformation Conundrum

Mobile operators have seen more changes in the past ten years than they have seen since the first mobile phone call was made nearly 40 years ago. The rise of Internet companies, smartphones, mobile applications, and 4G have changed customer expectations dramatically. The good news for mobile operators is that they sit at the centre of this changing world by virtue of being the providers of data connections.

It is, however, an unfortunate anomaly that while they have played a key role in other industries' transformation, operators' own digital transformation has often failed to meet expectations. At the same time, markets have become saturated, revenue growth has slowed, and attracting customers from the competition has become crucial for growth. It is imperative that Telcos seize the opportunity to rethink and reengineer their relationship with the customer. And in doing so, transform themselves for a future where they can command a superior customer satisfaction.

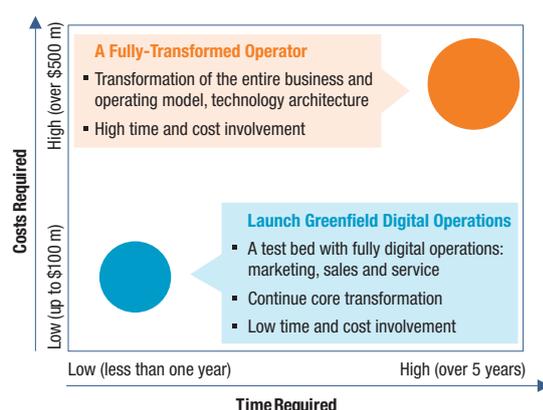
Roadmap to Transform to a Digital Telco

For mobile operators, the destination is clear – to be a digital Telco. However, the path to get there is not always straightforward. Organizations have trod many paths:

- Launching digital brands without fully-digital operating models
- Taking a greenfield approach with a design of a disruptive customer experience
- Embarking on long-term transformation programs, some of which can last as long as a decade and cost hundreds of millions of dollars.

Of the three, Telcos can accelerate by launching Greenfield digital operations in the short term (less than one year), while continuing with the core transformation in the background

Roadmap to Transform to a Digital Telco



Size of the bubble represents the extent of transformation required in the organization

Launching Greenfield Digital-Only Operations

Consumers are unlikely to wait for the results of Telcos' large-scale transformation efforts. A cost-effective and efficient way of responding more quickly to changing consumer demands is by launching Greenfield, digital-only operations that:

- Function via a fully digital operating model (uses only digital channels for sales, customer service and information)
- Use digital technologies to enhance the customer experience and real-time engagement.
- Act as a digital test bed for the wider enterprise, where the business can test its future model for operations, marketing, sales, and service while continuing its efforts to transform the entire organization.

Reinvention at Speed with Capgemini Consulting as your Digital Transformation Partner

In order to become truly digital, telco operators need a new mindset, technology and culture. A digital entity has to be managed differently and, to succeed, needs a separate governance structure from the parent company.

Digital transformations are challenging. Allow us to share our experience in telco operating model, culture and systems change. Ask us to tell the story of a recent digital telco we helped define and launch in 2016.

Contact us for more information

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