HIGHLIGHTS

- Focuses on advanced techniques to identify, quantify and maximise the value of the existing and potential future customer base
- Develops new ways to generate value from telecoms customers in an holistic manner
- Real-life global best practice examples of customer value management in action
- Highly interactive and participative with Industry-experienced trainers
- Latest analysis from Informa Telecoms & Media Research Team - including Industry Outlook report
- Lifetime membership of Informa Telecoms Academy Alumni network

"Very useful and much related to my job!"

LA, ZAIN

COURSE SUMMARY

By 2014, most telecoms markets around the world have been categorised as 'mature', with over 100% subscriber penetration and broadband networks providing extensive geographical coverage in many countries. Along with market maturity, operators and service providers are experiencing stagnating revenues and falling profitability, leading to a thorough review of future growth opportunities to satisfy stakeholders’ value requirements.

One area where service providers have a huge opportunity to grow is by maximising the value of their existing customer base. This does not necessarily just mean selling more products or services to the same customers to prevent them from leaving the network, or engaging in short-term churn management activities. A more holistic approach to managing the value of customers as long-term assets to the service provider organisations is required if the full lifetime potential of the most valuable elements of the customer base is to be realised.

The total value of the customer base is affected by a wide range of factors, including the quality of the network itself, the range and suitability of services running on that network, and identifying the proportion of profitable customers vs. unprofitable customers using those services, as well as identifying non-network sources of value, such as realising the immense value of customer big data to third parties, managing customer-related costs, and spreading customer risk across different ecosystem partners.

The time to act is now: service providers that do not fully master the techniques of customer value management will lose out to competitors that better understand the underlying growth potential of their customer base in a more holistic manner.

OUTCOMES & COMPETENCY DEVELOPMENT

By the end of the course, participants will be able to:

- Clearly define the complex concept of customer value management and the implications for managing telecoms customers
- Apply different techniques for quantifying current and predictive customer value in the short- and long-term
- Clearly identify the factors that influence the customer value calculation in different parts of the telecoms organisation
- Identify those customers which represent the greatest opportunity to generate long-term value to their organisations
- Assess ways in which their organisations can influence those customers’ perceptions of the value delivered by telecoms service providers
- Apply a range of tools to enable greater retention of customers that represent the future value base of the organisation
- Calculate the impact of different customer management techniques on customer value in the short- and long-term
- Identify ways in which the quality of the customer base can be improved to generate profitable value in the longer term
- Identify new ways to generate value from making non-telecoms products available to telecoms customers
- Improve return on customer investment

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+44 (0)20 7017 4144

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## Course Contents

### Defining Customer Value Management
- Defining ‘customers’ and ‘markets’ in new ways
- Definition and role of CVM
- The components of CVM
- CVM - art or science?
- Customer investment and ROI

### Calculating Customer Value
- The CVM toolbox
- Direct and indirect value
- Income vs. costs to serve
- Customer lifetime value and churn risk analysis
- Short-term vs. long-term value
- Current vs. predictive value

### Improving the Quality of the Customer Base
- Identifying angels and demons
- Retiring non-profitable customers

### Using Customer Big Data to Generate Value
- Customer analytics
- Data warehousing
- Third party big data applications

### Influencing Customer Value
- **Retention** - profitable churn prediction and management, profitable lifecycle management
- **Improving revenue** - inbound and outbound revenue optimisation, purchase frequency, up- and cross-sell of telecoms services, addressing customer satisfaction drivers, micro-segmentation, real-time campaigns, customer engagement

### Rewards
- Role of loyalty programmes, segmented loyalty benefits, ROI on rewards programmes

### Managing Customer Costs
- Reducing costs to serve
- Improving ROI on customer-facing costs

### Improving the Quality of the Customer Base
- The value shift: from the network to the services
- Telecoms vs. third party brand value to customers
- Device and applications value to telecoms customers
- Generating value from digital services
- Generating value through third-party affiliation
OUR TRAINING SERVICES

TELECOMS ACADEMY STRUCTURE

Our training programmes are delivered worldwide as part of the training and development plans of many operators, vendors, and service providers. The programmes cover a wide range of competency development requirements.

To ensure we meet the training needs of the industry as effectively as possible, we operate three schools:

School of Telecoms Management
Business training tailored to the telecoms industry, ranging from the intensive 5-day Telecoms Mini MBA to specialist leadership and marketing training.

School of Advanced Communication Technologies
Covering a multitude of technologies, these courses range from overviews aimed at nontechnical staff to in-depth engineering training.

Distance Learning
Our comprehensive suite of Distance Learning programmes provide an excellent opportunity to expand knowledge and build confidence.

PACE ENABLED TRAINING

Our programmes are PACE Enabled – a training method that optimises both training value and student engagement. It delivers highly efficient competency development that is focused squarely on practical application in the work place. It is simple in concept and comprises four key elements;

- Preparation – Pre-course preparation in order to “hit the ground running”
- Application – Applied Learning that focuses on practical application in order to maximise both training value
- Consolidation – Post-course continuing competency development, access to resources and on-going support
- Experience – An outstanding end-to-end training experience designed to develop competences as effectively as possible

OUR TRAINERS

We only use trainers and programme directors that satisfy the following three criteria:

- Experts in their field
- High level of Industry Experience
- Expert facilitators and training professionals.

All our trainers have undergone a rigorous election process and are subject to continuous monitoring and evaluation. Each trainer is accredited for specific courses or topic areas. Whether engineers or business experts, all our trainers are required to continue their own development within their specialist areas, and to broaden their Industry view of trends, best practice and technology.

This is achieved by our on-going work with many tier 1 operators and vendors, and by full exposure to Ovum research and KNect 365 TMT worldwide events.

UNIVERSITY ACCREDITATION

Some of our programmes have been accredited by the University of Derby Corporate; a UK-based university highly acclaimed in the area of employer engagement. They are at the forefront of the drive to integrate highly focused industry-led training with the academic rigor and quality control of university-based education. Our comprehensive Advanced Telecoms Management Series have been accredited Post-Graduate Level, with our extensive suite of Distance Learning at Undergraduate Level)

We would be happy to discuss extending accreditation to tailored ATMS or programmes based on our Distance Learning modules. Although accreditation is specific to these programmes, the work we do with the University of Derby enable us to develop and apply best practice across our portfolio.

CUSTOMISED IN-HOUSE TRAINING

Telecoms Academy has worked with countless companies to deliver customised training programmes. We take time to understand your requirements, you’ll work with our specialist training team to ensure that we deliver your perfect training programme for your business.

A customised training programme from Telecoms Academy ensures you get a course that precisely matches your organisation’s needs, presented by a first-rate training organisation, with access to all the latest industry research and analysis.

Why choose in-house training from Telecoms Academy?

- Content can be customised to focus on the issues you want – work with us to develop the training course to match the exact needs.
- Unique industry research – from Ovum’s team of industry leading analysts
- Expert trainers – our team of versatile trainers have the knowledge and experience to deliver a highly effective learning experience
- The most efficient way to train your staff – at the time and location to minimise disruption
- Flexible delivery options – with a range of instructor led, distance learning and virtual classroom formats available you can build a blended solution to maximise training effectiveness over the long term
- Pre and post course assessment – can be included in programmes to measure competencies and check on the required progress.

Contact us to discuss how we can build your perfect programme.