

Telecoms & Tech Academy

COURSE DESCRIPTION **CUSTOMER EXPERIENCE MANAGEMENT IN TELECOMS**

Format:
Classroom

Duration:
2 Days



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COURSE SUMMARY

HIGHLIGHTS

- **Transforms current churn reduction techniques into an holistic customer asset management approach**
- **Develops advanced customer lifecycle knowledge and management skills to deliver an end-to-end positive customer experience**
- **Provides a roadmap for implementation of customer experience management in specific customer segments**
- **Real-life global examples of customer experience management in action**
- **Individual and team-based exercises to apply learning**
- **Highly interactive and participative**
- **Industry-experienced trainers**
- **Latest communications industry analysis from Informa Telecoms & Media**



“The course was very interesting and with examples made the topic clear to understand.”

FA, QTEL

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+44 (0)20 7017 4144

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COURSE SUMMARY

With mobile telecoms markets nearing or above 100% penetration and intense competition rife, managing churn and building life-long loyalty is not a “nice to have” strategy any more, it is a matter of survival. Yet very few of your customers are truly passionate about you and churn easily in search of lower prices, better network coverage or higher voice quality. Customer ‘loyalty’ comes with a high price tag in terms of subsidies, special offers and giveaways. Developing life-long loyalty among telecoms customers is not just about putting in place retention activities to maintain market share and manage churn in the short term. Most of today’s so-called ‘loyalty programs’ do very little to sustain or enhance customer passion for telco brands over the long term, and telcos are losing the brand race to other high-tech and lifestyle brands such as Google, Amazon and Apple.

The telecoms market is rapidly becoming even more complex, with new communication-centric services available every day from a wide variety of providers both within and outside telecoms, increasing the risk of churn still further. With your control over your customer relationships now under threat from all sides, now is the time for you to begin developing customers as true assets to your company. This is likely to involve a total re-think of your current customer relationship strategy and a complete realignment of your organisation with your customers’ expectations, delivering total satisfaction at all times.

Building true loyalty involves taking the ‘R’ in Customer Relationship Management further than ever before to develop a proactive, holistic, ecosystem-wide approach to total Customer Experience Management so that your customers become advocates for the products and services that you and your partners offer. Your customers are your assets: understanding their value drivers and delivering on those, nurturing their experience from Day 1 of their journey with you and delivering on your brand promises at every touchpoint will build their trust, loyalty and ultimately deliver a return on investment by reducing churn management costs and increasing customer lifetime value and profitability.

OUTCOMES & COMPETENCY DEVELOPMENT

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

- Evaluate the effectiveness and relevance of telecoms providers’ current approaches to churn management
- Describe the difference between customer satisfaction and customer loyalty, and identify the key drivers for life-long loyalty among telecoms customers in different consumer and business segments
- Assess customer lifetime value and customer lifetime profitability in different customer segments
- Outline the key components of customer lifecycles, customer buying cycles, customer journeys, customer touchpoints and customer experience management
- Define key customer touchpoints and carry out customer journey mapping for specific segments of customers
- Describe the relationship between customer relationship management systems and total customer experience management
- Design holistic and relevant customer experience management programs that address the life-long loyalty drivers of two specific customer segments
- Assess the organisational implications of holistic customer experience management programmes and identify enablers and roadblocks to effective customer experience management implementation
- Identify key performance indicators for customer experience management implementation across the organisation
- Become more confident in their contribution to the customer-centricity debate at senior level
- Work with telecoms professionals from different backgrounds to enhance their knowledge of customer experience management practices in different organisational functions
- Articulate and communicate complex

COURSE CONTENTS

CAN CSPS EARN THEIR CUSTOMERS' LOVE?

- Definitions and benefits: CRM vs. CEM
- Limitations of telcos' current customer management approaches
- Churn prediction, modelling and management
- Customer satisfaction vs. loyalty vs. advocacy
- Developing customers as assets: customer lifetime value and customer lifetime profitability, implications for CEM approach
- Using the net promoter score in telecoms
- Examples of current customer experiences in telecoms

MAPPING THE CUSTOMER EXPERIENCE

- The key dimensions of CEM
- Inside-out vs. outside-in CEM
- Identifying the customer's life-long experience for different customer segments
- Customer decision-making cycles
- Customer buying cycles
- Customer lifecycles and the customer journey
- Touchpoints and touchpoint mapping
- Touchpoint optimisation
- Customer experience gap analysis
- Individual exercise: identifying the real customer experience from the outside-in
- Individual exercise: feedback and learning points
- Touchpoint mapping exercise for different customer segments
- Touchpoint optimisation exercise for different customer segments
- Identifying touchpoint paths exercise for different customer segments
- Gap analysis exercise
- Future CEM: trends and implications for CEM definition and design
- Exercise: CEM design for different customer segments

CEM IMPLEMENTATION

AND MEASUREMENT

- Making a start with CEM implementation
- 360° CEM implementation framework: developing an holistic, organisation-wide approach
- CEM and customer data management and analysis
- IT alignment: SOA- and cloud-based CEM
- Aligning telecoms marketing and branding
- Multi-channel alignment
- Network alignment
- Organisational and management alignment
- CEM measurement and developing customer-centric KPIs
- Mini case study: CEM implementation at a telco



About Telecoms & Tech Academy

Telecoms & Tech Academy, part of Informa Tech is a leading training partner to the telecoms, media and technology (TMT) industries, having trained more than 30,000 professionals and 500 businesses globally.

We were borne out of the telecoms industry and understand the challenges the sector has been facing. Our training portfolio continues to evolve to help address new and emerging skills gaps faced by telecoms & tech businesses.

Our In-Company Solutions

Expert insight, delivered in a format to suit your needs, to enhance knowledge and drive performance in your team. Our learning & development consultants will work closely with your team to establish your unique business needs and define success measurements.