Telecoms & Tech Academy

COURSE DESCRIPTION
CUSTOMER VALUE MANAGEMENT IN TELECOMS

Format:
Classroom

Duration:
2 Days

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COURSE SUMMARY

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**

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"Very useful and much related to my job!"

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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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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

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.

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