Telecoms & Tech Academy

DEVELOPING CUSTOMER CENTRICITY IN THE TRANSFORMING TELCO

Format:
Classroom

Duration:
5 Days

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PROGRAMME SUMMARY

HIGHLIGHTS

- **Advanced Business Course that focuses squarely on how to evolve your customer strategy**

- **A focussed programme detailing and exploring the requirements and implementation of customer engagement initiatives, value management and positioning strategies for the Digital Age - setting out the impact of the new digital landscape on the business.**

- **Develops a deeper understanding of the telecoms customer segments and assesses latest techniques for maximising customer focus**

- **Real-life global best practice examples of customer focus in action**

- **Team-based business simulation to apply and consolidate learning and competency development**

- **Highly interactive and participative with industry-experienced trainers**

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Book over the phone
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Book via email
training@telecomstechacademy.com

THE PROGRAMME

Driven by changing industry dynamics and a reality check in terms of financial performance and KPIs, all major telcos are now undergoing transformation.

In order to survive and to remain profitable (and to take advantage of opportunities such as Digital Services, the Internet of Things, Unified Communications and Virtualisation), the transformation from Telco to full Communications Service Provider, with a completely customer centric strategy is not optional.

The revolution in the provision of communication technologies, services and applications is placing severe pressure on service providers' ability to deliver what customers value profitably, and to establish a viable long-term competitive business position.

Communications service providers need to develop a very deep, multi-dimensional relationship with their current and future customers and understand how the revolution in the wider communications environment is changing customers' behaviour, value requirements and satisfaction drivers. Organisations that fail to place the customer at the very centre of all their activities will fail to achieve this kind of relationship and will lose ground.

This five-day interactive programme is designed for managers who need to develop a thorough understanding of how to address changing customer requirements profitably in the context of communications industry shifts. It uses case studies and best practice examples throughout and provides tools to help organisations and their partners to assess where, when and how to become more customer-centric, using customer focus as the basis for improving overall organisational efficiency and effectiveness. The programme is made up of modules from five main competency areas, as well as the comprehensive business simulation:

- Advanced Marketing
- Changing Customer Requirements
- CRM & CEM
- Branding & Marketing Communications
- Customer Focus & ROMI

OUTCOMES AND COMPETENCY DEVELOPMENT

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

- Critically appraise customer-centric initiatives - assessing value to the customer and their own organisations as well as commercial viability, risk and competitive sustainability
- Identify the key technology, market and business model trends in the converged communications industry - critically evaluating their impact on service provider positioning
- Plan and evaluate new initiatives holistically - with full regard for the customer proposition and competitive environment
- Assess the likely implications of these trends on behaviour of customers during lifecycles and decision-making
- Identify clear links between customers' value, satisfaction and loyalty drivers and assess the implications for organisational focus and strategic positioning
- Apply advanced segmentation concepts to achieve competitive advantage on customers' terms and increase organisational efficiency and effectiveness
- Discuss with confidence the strategic role of telecoms companies and partner organisations in delivering customer-centric solutions
- Design holistic, customer-centric solutions for different customer segments using an advanced, extended marketing mix

PROGRAMME CONTENTS

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Setting the Scene & Customer Focus Business Simulation	Customer Experience Management	Customer Engagement Techniques	The Customer Focused Value Proposition	Business Simulation
Telecoms Business Environment	Customer Experience Management (cont.)	Understanding Telecoms Customers	Capturing Customer Value	Business Simulation
Break	Break	Break	Break	Break
Telecoms Industry Outlook	Customer Experience Management (cont.)	Customer Value Management	Customer Empathy Mapping	Business Simulation
Telecoms Branding	Segmenting Customers—A New Approach	Customer Value Management	Business Simulation	Awards and Wrap-Up
Break	Break	Break	Break	
Free Evening	Business Simulation	Business Simulation	Business Simulation	

CURRENT AND FUTURE TELECOMS BUSINESS ENVIRONMENT AND MARKET TRENDS

These sessions give a breakdown of where the telecoms industry finds itself currently, in terms of market adoption rates, regulatory environment and future trends, and competitive situation and challenges.

UNDERSTANDING TELECOMS CUSTOMERS

These sessions provide an analysis of different types of customers – including retail, wholesale, consumers and businesses – in terms of how they make decisions about communications-based solutions, and how their needs are changing. It explores techniques to improve the contribution that telecommunications service providers and their partners make when responding to the changing value drivers of different customer groups throughout their lifecycle.

CUSTOMER-CENTRIC MARKETING

Marketing telecoms is no longer about marketing telephony. Telecoms organisations and their partners need to look differently at how to grow their business in markets approaching saturation and maturity. These sessions examine how to move away from marketing technology and products, towards designing tailored and customisable solutions that engage with customers' changing behaviour and needs and provide a sustainable value proposition that contributes to future organisational growth.

Covering consumers and businesses, as well as retail and wholesale environments, the evolved telecommunications marketing mix is fully-explained in a series of highly practical and interactive sessions that provide a solid foundation for managing customer-centric marketing.

ADVANCED BUSINESS SIMULATION FOCUSING ON THE CUSTOMER (B2B AND B2C FOCUS)

This is a unique business simulation, running throughout the programme, allowing participants to test their ideas in a simulated environment. A 'dare to be different' approach is encouraged throughout.

Working in teams, participants consider and critically evaluate all the major aspects of managing the marketing mix for a telecoms operation. This includes initial business concept, through evaluating the macro environment, articulating a marketing strategy and relevant KPIs, assessing changing customer requirements and customer value, designing holistic, customer-centric communications solutions for specific segments, managing the customer relationship, the role of third parties and implementing the new approach. Expert reviews, feedback and discussions ensure maximum learning value is achieved.

PROGRAMME DETAILS

THE TELECOMS BUSINESS ENVIRONMENT

- Telecoms – the current state of play
- Stakeholder requirements
- Defining and measuring value in the Telecoms environment
- Analysing what the KPIs tell us about the current state of the telecoms business environment
- Analysing telecoms customers and their future expectations?
- Where will value come from in future and the implications for Telco's and their customers?
- Understanding the pressures invoking change

TELECOMS INDUSTRY OUTLOOK

- Summary of global key trends
- Revenues: telecoms, broadband and TV
- Multi-play, convergence and consolidation
- Digital Transformation
- Digital operator, digital service provider?
- IT transformation
- Digital technologies: big data, AI, etc.
- Future telco business models
- Network revolution – 5G, SDN & NFV
- Digital services, B2C, B2B and the future telco
- IoT – evolving from M2M
- Consumers: connected devices, smart home
- IoT, verticals and smart cities
- ICT services
- A new focus for the telecoms operator
- Cloud service providers
- Video, TV and advertising
- Learning from and partnering with OTTs

BRANDING IN THE TELECOM ENVIRONMENT

- Branding in the Telecom Environment
- Understanding what is meant by a 'brand'
- The business imperative of branding
- The status of branding in telecoms
- Understanding the options for telco branding
- What contributes to brand value?
- Brand virtualisation
- How Telco branding needs to evolve

CUSTOMER EXPERIENCE MANAGEMENT

Definition, Scope and Role of CEM
- Importance of the CEM mindset
- Defining CRM and CEM
- Inside-out vs. outside-in CEM
- Key elements of the customer experience: the telco view
- Key elements of the customer experience: the customer view
- Churn and customer management
- Developing customer lifetime value and customer lifetime profitability
- Going beyond customer satisfaction
- Linking CEM, CLV and customer passion
- Customer satisfaction, loyalty and advocacy
- Measuring customer passion: the net promoter score

Mapping the customer experience
- The key dimensions of CEM
- Appreciating the customer view of CEM
- Identifying the customer's life-long experience for different customer segments
- Customer decision-making cycles
- The buying cycle
- Customer lifecycles and the customer journey

Defining end-to-end CEM
- Defining, analysing and improving the customer touchpoint journey
- Touchpoint identification
- Touchpoint prioritisation
- Touchpoint optimisation exercise for different B2B and B2B customer segments
- Identifying the WOW factor
- Touchpoint mapping exercise for different customer segments
- CEM gap analysis
- Identifying the customer's life-long experience for different customer segments

CEM Implementation and Measurement
- Why is is so difficult to do CEM?
- Organisation-wide CEM implementation framework
- Customer data and CEM
- Customer analytics
- IT alignment
- Implications for marketing and branding
- Implications for channels
- Social media and CEM
- Implications for networks
- Management and culture
- CEM KPIs

SEGMENTING TELECOMS CUSTOMERS – A NEW APPROACH

- The role and purpose of segmentation in telecoms
- The four basic methods of segmentation and the limitations of traditional telecoms customer segmentation approaches
- The staging process of segmentation
- In depth look at the different options for segmentation concepts in B2C and B2B markets
- Discovering the need for new approaches in segmentation

PROGRAMME DETAILS

CUSTOMER ENGAGEMENT TECHNIQUES

- Creating multi-dimensional dialogues with customers
- Customer engagement in relation to Customer Experience
- Why does Customer Engagement matter?
- Defining new ways of engaging with customers
- The increasing importance of customer engagement
- When and how to engage with customers
- The importance of micro-segmentation
- Understanding dynamic and static segmentation and when to use them
- Phycographic segmentation
- Obtaining the data – Primary and Secondary sources
- Validating and measuring segmentation
- Operator Case studies in different segmentation examples
- ATL, BTL and TTL tools for customer engagement
- Overview of digital marketing and its future
- Engaging with telcos vs other brands
- Integrated engagement

UNDERSTANDING TELECOMS CUSTOMERS

- Influencing and meeting their changing expectations
- Who or what influences customers' decisions to buy telecoms products/
- services?
- How can telecoms operators align their activities around customers' value drivers?
- Beyond Customer satisfaction
- What is the difference between retention and loyalty and why does it matter?
- What are the main factors driving telecoms customer satisfaction and loyalty?

- Customer advocacy and it strategic importance
- The importance of developing customers as assets

CUSTOMER VALUE MANAGEMENT

- Defining value, value creation and capture and its importance
- Customer Value Influences
- Defining CVM and understanding its role in the modern Telecom
- Understanding the difference between CVM and Customer retention
- Limitations of Churn Management
- Defining Customer Value Management (CVM) and Customer Lifetime Value (CLV)
- Examples and exercises in measuring CLV

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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