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10 CX CHALLENGES
facing TELCO in 2024

Telecommunications businesses in the UK and European markets face a complex array of challenges in 2024, with customer experience and marketing automation at the forefront.

1 Privacy, Security & Trust

The rapid advancement of technologies like generative AI (GenAI) is intensifying data governance and cybersecurity concerns. Telecom operators must navigate the delicate balance of leveraging AI for innovation while ensuring robust data protection and ethical standards.

As consumers grapple with financial pressures, there's a growing expectation for telecoms to offer more supportive pricing models, such as fixed-price guarantees. Failure to effectively communicate price changes and provide tangible support could erode customer trust and loyalty.

Cost-of-Living Crisis Response 2

3 Talent & Skills Management

The sector faces significant challenges in attracting, retaining, and developing skilled talent. With financial pressures leading to hiring freezes, telecoms must find innovative ways to fill skills gaps and foster a workforce capable of navigating future technological shifts.

Despite increased focus, telecoms are struggling to make substantial progress in their sustainability and de-carbonisation strategies. This slow progress is attributed to limited prioritisation internal consensus challenges.

Sustainability Management 4

5 New Business Models

The transition to digital and B2B services like IoT and security presents both opportunities and challenges. Telecoms need to overcome credibility gaps as digital advisors and better align their B2B strategies with market demands.

Customers expect seamless service across all channels, but telecoms struggle with integrating their applications and service channels to provide a cohesive experience. Overcoming these silos is critical for delivering the expected level of service.

Omni-Channel Customer Service 6

7 Cloud & Software Modernisation

Upgrading legacy systems to cloud-based solutions is essential for telecoms aiming to streamline operations and improve customer service. However, transitioning to modern, scalable platforms requires significant investment and strategic planning.

Leveraging data analytics is key for telecoms to understand customer behaviour and preferences better. Yet, translating vast amounts of data into actionable insights remains a challenge, necessitating advanced analytical capabilities.

Data Analytics & Insights 8

9 Artificial Intelligence

AI offers potential to automate operations and personalise customer experiences, but deploying AI effectively involves overcoming technological and ethical hurdles. Telecoms must ensure their AI strategies align with broader business objectives and customer expectations.

As marketing technologies evolve, telecoms must continuously adapt their strategies to offer more personalised and efficient customer experiences. This includes automating routine processes and personalising interactions based on customer data.

Digital Transformation & Personalisation 10

Addressing the above points requires effort from companies to invest in technology, refine their strategies, and prioritise customer needs. As the sector continues to evolve, staying ahead will be crucial for maintaining a competitive advantage and driving customer satisfaction.

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