

## What is the network's role in getting personal?

In a competitive environment, when so much emphasis is put on the need for communication service providers (CSPs) to become more personalized to increase customer loyalty, what is the network's role in supporting this more tailored service?

Infrastructure's connection to the customer relationship isn't an obvious link, yet without its vital support, CSPs are unable to personalize any services. And with new technology continuously advancing the sector, utilized correctly the network is central to building a strong market position for CSPs.

### Changing marketplaces

Retaining the customer relationship is still a critical goal for CSPs, but an influx of competition is challenging loyalty. Equally, new technologies, from devices to operational infrastructure, has created new visions for consumers and enterprises.

This has significantly shifted the demands from these customers, as well as changing how those requirements are fulfilled. Yet despite all this change, CSPs also face increasing pressure from their customer base to drive a more personalized service. They expect tailored offers and ease-of-use.

The challenges CSPs face are substantial. With the industry in a state of flux, providers do not have the time to undertake risky infrastructure transformations to keep up with the latest technologies.

As I mentioned, the network is the key to this problem. Not only insuring the delivery of those vital services, the resulting data is vital to CSPs competitive advantage. Network solutions ensure this data is feedback to the CRM system, for analysis to establish patterns and tailored services. In addition, service fulfilment solutions ensure that the customer receives a service, on time and when requested.

### Data feeds personalization

Data for the CSP is gold dust. Without the data, personalization of services is not possible. It is what feeds the knowledge that enables CSPs to direct their systems, providing the ones that are most desired.

The network is the access to all this data. For personalization to be successful, CSPs need to have data in real time about how a customer is using services and what services they are accessing.

This insight builds a picture about their interests and behaviours, allowing CSPs to predict future desires and create tailored services and offerings. It also allows CSPs to stand out from competitors and increase customer loyalty and retention.

Too often, the first a CSP knows about an unhappy customer is when they churn. Loyalty is low in the telecommunications sector. Ensuring they can differentiate and offer the customer what they need, when they need it, keeps customers happy.

### **Network underpins personalization**

Yet without ensuring that the network can effectively and efficiently deliver this data to the CRM solution, personalization will fail. Or certainty will not be speedy enough for the customer. As more automated systems are integrated, which will be crucial to cope with the increase in traffic expected because of new technologies, solutions must be employed to intelligently monitor and control the network.

Control of the network will play a fundamental part for CSPs as the market continues to be flooded by competitors. Owning that powerful data and delivery tool, and mining the data will put them above new players – if they optimise it to use the network to their advantage.

### **Professional Insight: Kent McNeil**