OPERATORS AND THE TRANSITION TO DIGITAL SERVICE EXPERIENCES

The Overall Strategic Importance of moving to digital service experiences for their users

On Strategy

Ranking of strategic elements required to deliver Digital Service Experiences (from most important to least important)

1. Simplifying the way users onboard to services and manage their services digitally
2. Capturing user-level interaction data for every individual user of services
3. Being able to give each user with an account, specific privileges, preferences & access
4. Personalizing self-care, access, and service experience for every individual
5. Having a one to one relationship with every user that consumes an operator service
6. Merging siloed users across different billing, care and service systems
7. Enabling users to self-manage groups, subusers and profiles

Business Value

In terms of how operators plan to deliver value back to the business once they've transitioned to digital service experiences for their users, they said:

- "Enabling every user in an account to interact digitally will result in churn reduction and/or higher NPS (Net Promoter Score)"
- "User level personalization is seen as necessary in my company to compete effectively with competitive OTT offerings"

Operator Capabilities Today

Highlights of operator self-assessment:

- "We have similar functionality to OTT players"
- "We enable one to one relationships with every user"
- "We have frictionless user journeys"

Avg 7.4/10
Avg 7.3/10

Ownership

The overall strategic score that operators rank their own capabilities on a scale from "developing capability" to "leading capability" when assessing the Digital Service Experience they currently offer their users.

The average score that operators rated their own capabilities on a scale from "developing capability" to "leading capability" when assessing the Digital Service Experience they currently offer their users.

Avg 8.2/10

UXP Systems is the leader and pioneer in User Lifecycle Management (ULM). ULM delivers user-centric solutions covering User Managed Privacy, Digital Transformation, Digital and Cloud Services, Seamless Entertainment and the Connected Home, providing robust identity and user management capabilities to the modern digital ecosystem.