

THE DIGITAL TELECOMMUNICATIONS COMPANY



**How to disrupt your
company.. and enjoy it!**

Dr. Eric B. Kuisch

A FEW WORDS ABOUT ME..

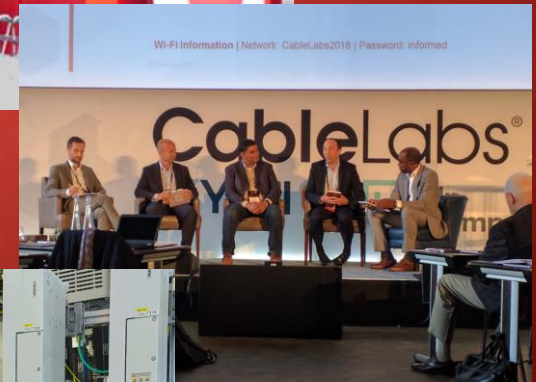


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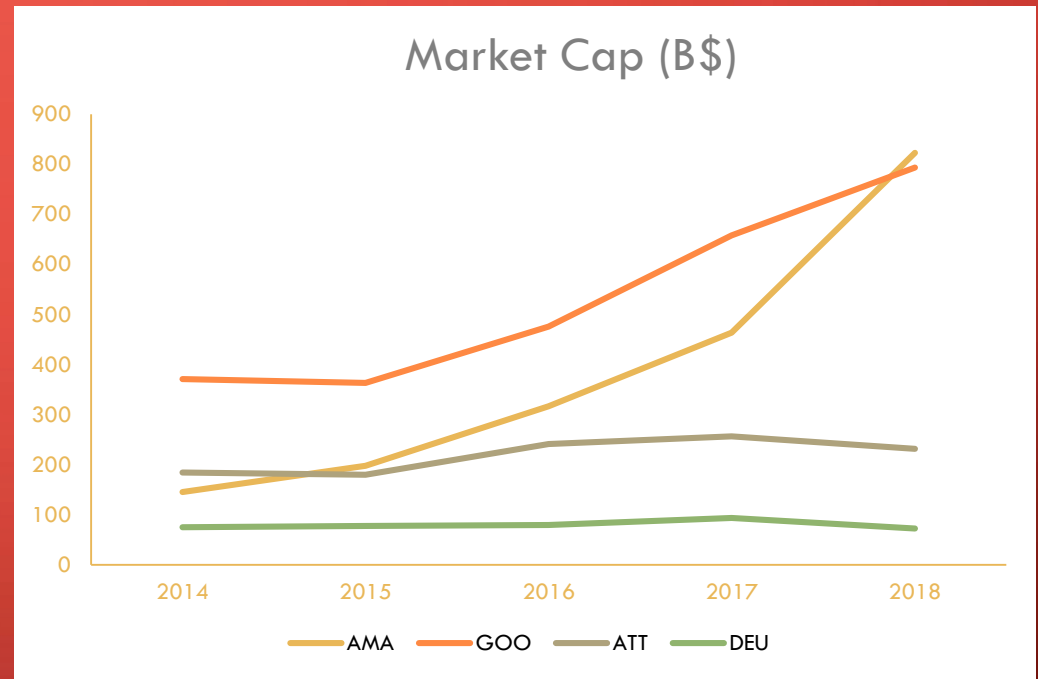
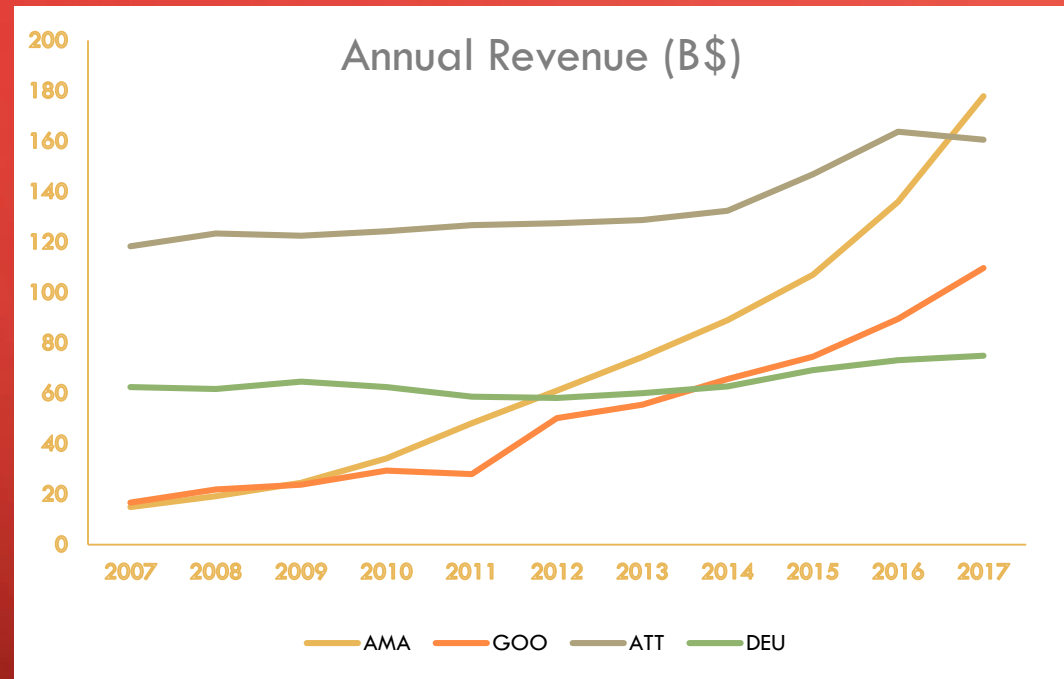
Options, best practice and pitfalls





01. The Case for Digital Telco

Why care? Why now?



Source: Y-charts; Yahoo

Native digital companies apparently got something going ..for them..

THERE IS NO BRAND LOYALTY TO CARRIERS; ALL THE MINDSHARE GOES TO OTT'S



Source: EY 2017 global telecommunications study



Source: HD PLUS GmbH/Ampere Analysis, N=2000,Q1 2017



Which companies are most respected?

#1-3: Apple, Amazon
Google

First Telco: #49

While customers require more agility, legacy burdens us more than ever and we risk losing the war for talent,

We must gear up for disruptive competition NOW



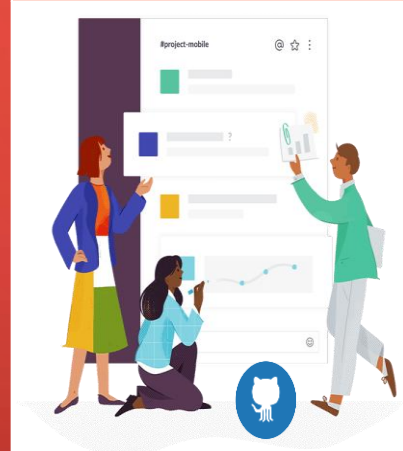
02. Cornerstones for Digital Telco

The winning strategy..

Digital Customer Engagement



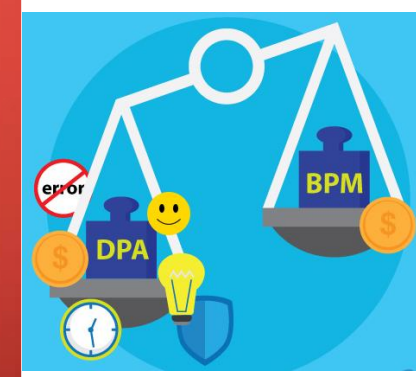
Digital Development



Digital Decision Making



Digital Processes



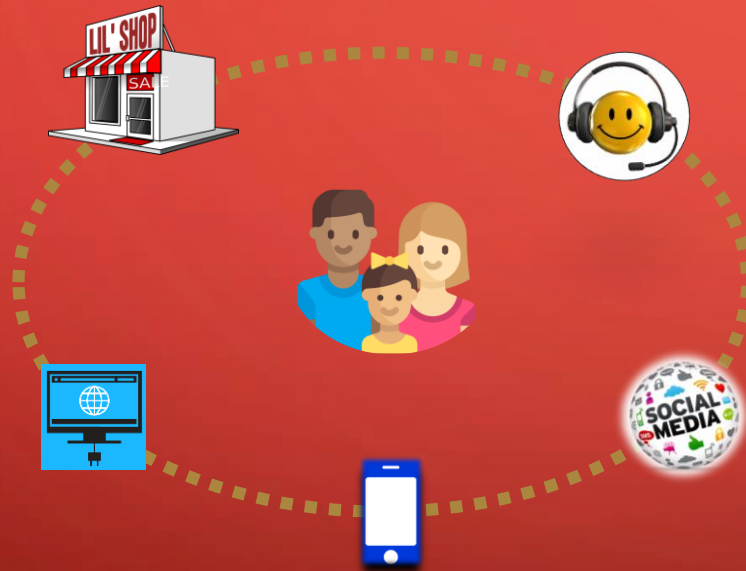


02. Cornerstones for Digital Telco

Digital customer engagement

OMNICHANNEL INTERACTION

Circle of customer intimacy



"Brands have to think about what's the way for them to engage so that they come off as being authentic and caring."

Rick Kauffield, PwC

WORK AGILE.. CROSS THE CHASM!

○

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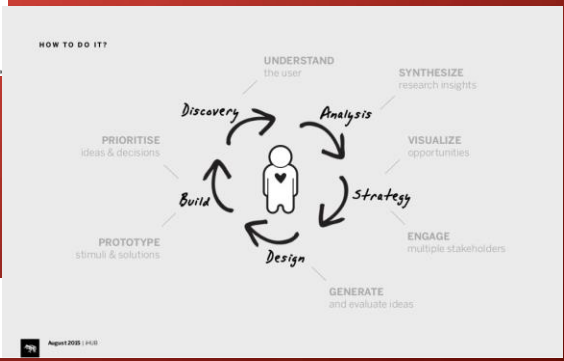
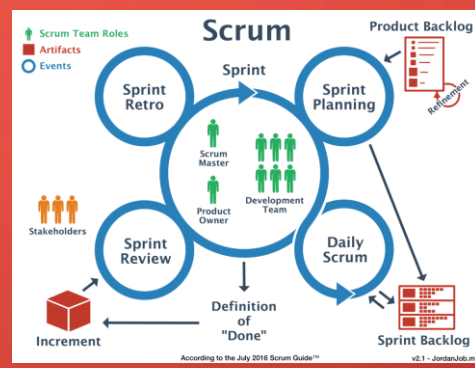
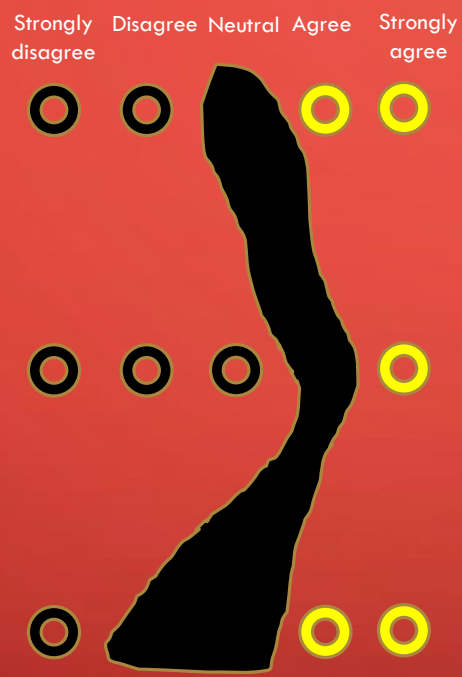
TELCO

OTT

SPEED

ADAPTIBILITY

CUSTOMER CENTRICITY



Collaboration
Remove obstacles

Empowerment
Give higher level of responsibility

Culture
Fail fast, learn faster



02. Cornerstones for Digital Telco

Digital decision making

DECIDING THE AMAZON WAY

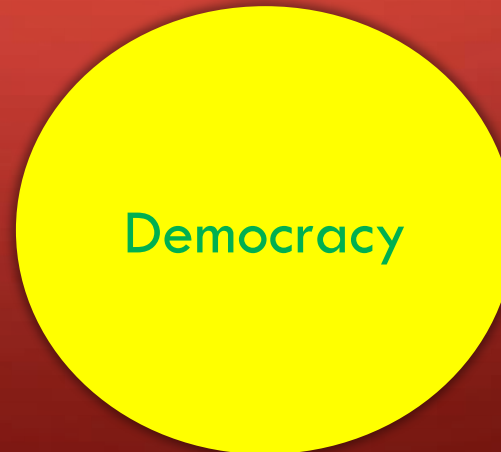


“ Everything that
can be measured
is. “



David Selinger
CEO Rich Relevance

“ The ExCo always
sets opinions
aside in favor of
data “



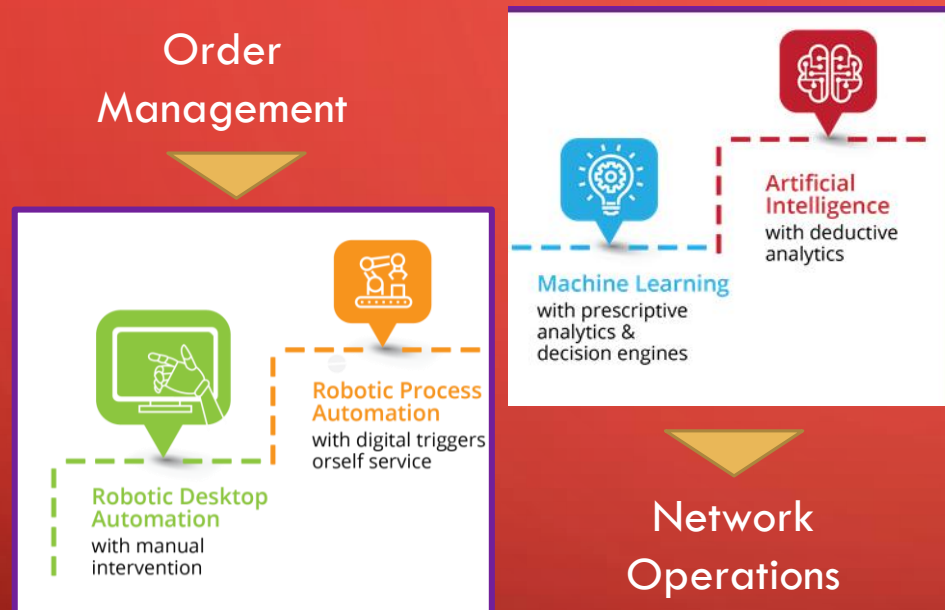
“ Everyone, regardless of
seniority, has access to
data and tools to test
ideas early and often “



02. Cornerstones for Digital Telco

Digital processes

Digital back office: Lower Cost, Higher Reliability



Digital front office: Lower churn, Higher ARPU



Frontoffice and Backoffice process yield complementary benefits when digitalised; their transformation in concert brings maximal value

03. Key Initiatives in Digital Telco



What stuff to start? What to stop?



Develop squads to manage business goals
Reskill staff: build pool of data scientists



Digital sales&delivery (MCCM, Order GW)
Establish cloud native service platforms



Build strong IoT footprint, B2B and B2C
Simplify legacy. Encapsulate or kill



Mobile first!
B2B2C: engage partners for new business



**Weekly
KPI
Dashboard**

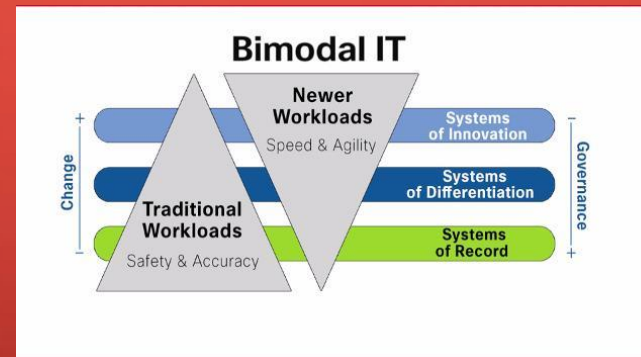
What stuff to start? What to stop?

ORGANISATIONAL CHALLENGES

4 DIFFERENT OPTIONS TO ASSIGN THE LEAD FOR DIGITAL TRANSFORMATION



ALWAYS IMPLEMENT **BI-MODAL IT**.
WATERFALL AND AGILE



Source: Gartner (2015)

CHANGE INCENTIVE STRUCTURE AND
HIRING PRACTICE

“A social workplace considers employee behavior to create a truly collaborative and engaged social experience ”
Elizabeth Lupfer





**IF YOUR DREAMS
DONT SCARE YOU
THEY ARENT
BIG ENOUGH**

Questions?