DIGITAL TELCO TRANSFORMATION TOOLBOX

As industries become increasingly digital, consumers have higher expectations of their service providers

ERICSSON

CONSUMERS WANT TO CARRY OUT A WIDE RANGE OF ACTIVITIES DIGITALLY

- Compare CSP offerings
- Get fast and automated delivery
- Share shopping and usage experiences
- Use self-care or self-provisioning solutions
- Find information online
- Make online purchases
- Receive promotions
- Have a seamless experience
- Self-configure services and devices

THERE IS A PRESSING NEED FOR OPERATORS TO EMBRACE THE CAPABILITIES OF A DIGITAL TELCO. TO ACHIEVE THIS YOU MUST:

- Change **how** you interact with your customers
- Obtain advanced analytics to help **understand** your customers
- **Reinvent** how you operate

ERICSSON HELPS OPERATORS TO MEET THESE NEEDS AND IMPROVE INTERACTION WITH CUSTOMERS, USING ASSETS THAT WE CONTINUALLY DEVELOP:

- Digital consumer use cases
- Reference architecture
- Digital telco value realization model
- Best practice
- Transformation framework

© Ericsson 2015
www.ericsson.com