

Enable the world of now putting customer experience first





Any Communications Service Provider that fails to deliver and sustain differentiating quality in customer experience will be out of the game in ten years' time.

This document takes a broad look at pathways to excellence in customer service and suggests ways in which Atos can help navigate them practically, affordably and with minimized risk.

Accelerated change - enjoy the revolution

Change in communications technology continues to accelerate. With basic voice and data services now largely commoditized, the race is on to build reputation in fast fragmenting and rapidly growing data markets.

By 2018, two out of three human beings on the planet will have a smart phone. There will be 2.5 billion social network users and over 25 billion connected objects. Data and mobility now become the watchwords.

For both consumer and business customers, expectations for data services have already changed radically over the last five years - but this is just the start of the revolution.

In entertainment



We have reached the tipping point in entertainment. Broadcast is being overtaken by IPTV and on-demand service. Video dominates new consumer demand, with every smartphone being used to generate and share personal content.

In personal communications



People of all ages are changing the way they communicate digitally. Social media becomes the norm.

In automation



The Internet-of-Things gathers pace. Traffic and resource management in smart cities, for example, already challenge connectivity and put pressure on service providers to minimize cost and provisioning times.

In business reinvention



In every sector the communications revolution is just beginning. Online overtakes the high street in retail. Manufacturing supply chains are built around real-time global communications. And in healthcare, we are only one step away from wearable devices being replaced by active and continually transmitting implants.

Success in this landscape of change depends on telecommunications. And success for telecommunications depends on managed network connectivity, on performance, and most critical of all, on excellence in customer experience.

As a partner on this digital journey, Atos will help to make the quality of customer experience the top priority.

Agility and focus

Service provider reputation and future revenues depend on delivery of differentiated service quality for existing services whilst rapidly introducing new services targeting anticipated customer need.

Simply controlling the end-to-end processes needed to deliver current services can seem almost impossible. This challenge inhibits the agility with which providers are able to develop and sell new services.

Speed is critical in succeeding with any new product - when customers want the latest service, they will turn to those who provide it first.

Atos is expertly positioned to help you keep ahead of emerging customer need, while focusing on delivery at every turn. We provide the analytics needed to monitor and control services Communications Service Providers deliver with current technology.

At the same time, Atos looks to the future, enabling providers to evaluate and adopt the new technology models needed to exploit customer insight for commercial and quality advantage.

For both their customers and for the Communications Service Providers themselves, the biggest changes are cultural not technological. Organizational and cultural change is most keenly influenced by three



Real-time intelligence

For every Communications Service Provider, business runs in real-time. Can you also make winning decisions based on real-time intelligence?



Breaking down silos

You can only benefit from differentiating intelligence if your business joins up. In a digitally transformed enterprise, data flows profitably between previously disparate business and operational functions.



New business models

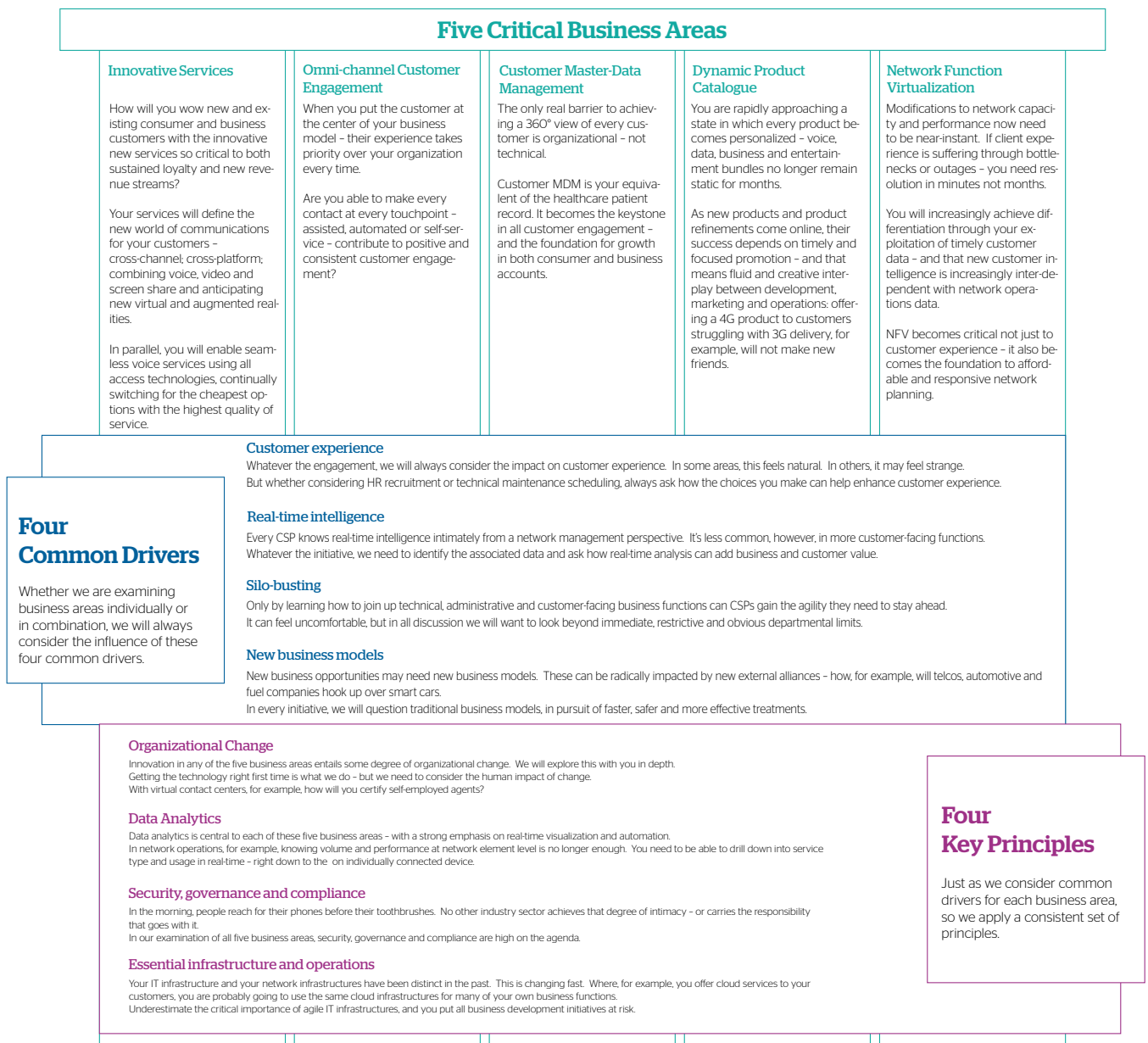
The pace at which opportunities arise and at which service delivery challenges must be resolved quickens all the time. Are the responsiveness and costs of current practices sustainable?

The world of now: vision, method and focus

With Communications Service Providers, Atos thinks about the “world of now” – a world in which focus on real-time intelligence, fluid collaboration and new business models combine. This combination pays unrelenting attention to the quality of customer experience. Most importantly, our vision is crafted to fit your business reality: no big bangs – but planned adoption according to carefully evaluated priorities.

For the digital transformation behind the “world of now”, Atos proposes a framework built around five critical business areas. These in turn share four common drivers and four key principles. By using this framework, we ensure that in each specific business initiative, we are consistent in our consideration of wider industry and technology perspectives.

Together we will consider them all – exploring how they relate to each other. But in the shorter term, you can prioritize each of these according to immediate need, practical execution and the greatest business return.



Continuity, cost and confidence

As you begin to reimagine client-facing and operational processes, you are right to insist on tangible benefit in the shortest possible time. Working fast and ensuring continuity in the quality of customer experience are not mutually exclusive. There are also other imperatives which remain constant throughout - not least the need to continually optimize the cost of IT, network and business operations.

Ensuring continuity while managing complex organizational and process change is a core skill for Atos.

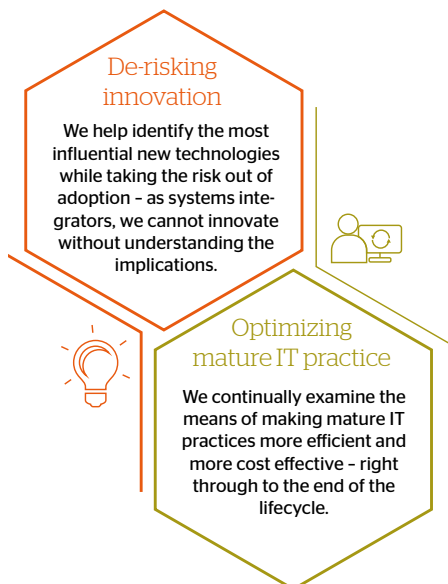
- We have helped telecommunications clients consolidate customer information systems following mergers and acquisitions - without service interrupts.
- We have replicated CRM best practice from single countries across international telecommunications enterprises - without service interrupts.
- We have enabled clients to add Consumer Cloud and WiFi Calling products to their portfolios - without service interrupts.

In short, we learn by doing not by theorizing.

Atos is an IT service and systems integration expert - we have no incentive to sell technology. From this position, we deliver value from two distinct perspectives:

Behind our more transformational engagements, we have over 30 years' experience delivering the hardcore ITO and BPO services for which our telecommunications clients know us best.

Perhaps most importantly, these relationships have given us the opportunity to learn from a wide range of clients, sharing their business ambitions and concerns over years of innovation and market change.



The Internet-of-Things

We have continually stressed the importance of customer experience. Let's not forget that while people talk to people, machines increasingly talk to machines.

The Internet-of-Things is still in its infancy - but for telecommunications companies, the potential is enormous. With 25 billion connected objects anticipated in the next two years, network operators have a fundamental role to play in setting the standards for performance.

But perhaps even more importantly, you have the opportunity to establish entirely new business alliances with those sectors in which the IoT is hottest, positioning yourself as the origin for a "network of networks".

All Atos clients in manufacturing, retail, healthcare, automotive and utilities, for example, are heavily involved in IoT initiatives - all of which, in turn, are closely linked to advances in data analytics. We should all be talking to each other - these are collaborations waiting to happen.

Next steps

Atos is committed to becoming the trusted partner for your digital journey. As an IT service and System Integration company, we have already built a strong reputation for reliability, innovation and value in ITO and BPO with our telecommunications clients. So what happens now?

Like all serious businesses, we are moving fast forwards. We have more than doubled in size over the last four years and have made major investments - notably in cloud and real-time data analytics.

We have redefined our global team to act as a guide and partner in digital transformation while at the same time delivering the core IT services you rely on for day-to-day business continuity.

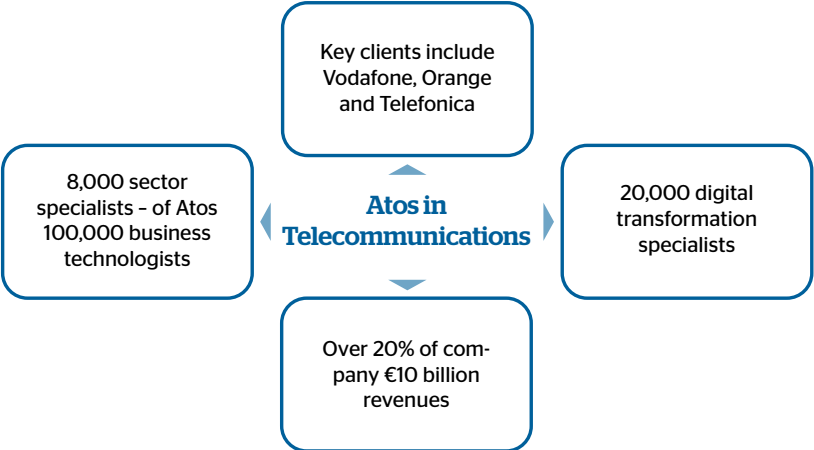
As business technologists, our future is inextricably bound to yours.

Strategic business conversations with our communications Service Provider clients have shown that you regard the quality of customer experience as the key to sustained success. Rapidly changing customer expectation is rooted in the transformation to digital lifestyles which we see all around us.

Join us for an open examination of the impact and immediate opportunities that result from digital transformation. We will frame our exploration around the five key business areas that determine the quality of experience for your customers:

- Customer Experience Management
- Omni-channel Customer Engagement
- Customer Master-Data Management
- The Dynamic Product Catalogue
- Network Function Virtualization

We will focus on business and organizational impact and on practical prioritization. And as always, we will identify practical, affordable and risk-free initiatives through which you can put ideas into action.



About Atos

Atos SE (Societas Europaea) is a leader in digital services with pro forma annual revenue of circa € 12 billion and circa 100,000 employees in 72 countries. Serving a global client base, the Group provides Consulting & Systems Integration services, Managed Services & BPO, Cloud operations, Big Data & Cyber-security solutions, as well as transactional services through Worldline, the European leader in the payments and transactional services industry. With its deep technology expertise and industry knowledge, the Group works with clients across different business sectors: Defense, Financial Services, Health, Manufacturing, Media, Utilities, Public sector, Retail, Telecommunications, and Transportation.

Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and is listed on the Euronext Paris market. Atos operates under the brands Atos, Atos Consulting, Atos Worldgrid, Bull, Canopy, Unify and Worldline.

Find out more about us

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Let's start a discussion together

