
Maximizing telecoms customer value at every touchpoint

with a next-generation Customer Engagement Platform

Trusted partner for your Digital Journey

Atos

— Foreword

This is an exciting and challenging time for the telecoms industry. You are operating at the heart of technological advances that will shape people's everyday life for years to come. The arrival of 5G, in combination with the Internet of Things and edge computing, is a game-changer. Large markets are shifting as telecoms, media and connected consumer services converge with the target to bring new digital experiences to enterprises and consumers.

The telecoms industry is accustomed to rapid change: yet the legacy of fast organic evolution, as well as mergers and acquisitions, can be fragmented systems. These can seriously hold companies back in their response to competitive and operational demands.

Atos helps leading telecoms companies worldwide to meet these challenges through our unique combination of experience, solutions, and leading partner ecosystem. We recognize that in your competitive market, customer experience and engagement is increasingly a differentiator. That's why we can work in partnership to guide, support and accelerate your journey to a next-generation Customer Engagement Platform. We look forward to working with you to support your strategic and digital ambitions.

Today's telecoms industry landscape

Rapid technological progress, rising customer expectations and fiercely competitive markets are changing the world for telecoms companies and their customers.

Global megatrends

Five global megatrends are driving new opportunities and challenges for forward-thinking telecoms companies.



Technological advance and convergence 5G, cloud and edge computing are converging to revolutionize the telecoms services and enable radical transformation and virtualization of networks and operations. Those technological advancements will also enable the possibility to offer additional and seamlessly integrated value-added services beyond telecoms services



Intense competition including from Over The Top (OTT) players who are winning new market share and reshaping telecoms markets.



Value beyond connectivity with the pressure on companies to keep innovating and diversifying to grow revenue, based on their ability to build agility, efficiency, and flexibility



Regulatory and security pressures with intense scrutiny from regulators who are adapting their frameworks to address changing technologies and markets and evolving cybersecurity threats



Rising customer expectations for new products and services, and fast, seamless, and personalized omnichannel experiences

79%

of consumers say the experience a company provides is as important as its products and services (source: Salesforce)

Turn customer engagement into business value at every touchpoint

Leading telecoms companies are driving customer engagement to maximize business value. In fact, research shows that customer engagement systems are the top priority in 2021 for telecoms companies.¹

Atos has a unique blend of expertise, experience and solutions to help you transform your Customer Relationship Management (CRM), Business Support Systems (BSS) and Operational Support Systems (OSS) landscape to maximize efficiency and performance while giving you a future-proof platform for innovation and growth.



Seamless omnichannel experiences

- Deploy intelligent chatbots to bring new effective digital experiences to clients and to lower call volumes, reduce the pressure on agents and increase customer satisfaction - Launch contextualized, personalized offers and campaigns to enrich customer experiences while building brand loyalty



Growth beyond connectivity

- Launch new services like OTT video, online gaming, and smart home, to compete with OTT players to find new revenue streams and monetize 5G
- Use 5G and Edge Computing services and capabilities to enable enterprises to bring new digital experiences and cloud economics to their businesses and customers
- Cross-sell and upsell via Creative Product Bundling to increase average revenue per user (ARPU), grow market share and reduce churn



Smarter operations

- Harness data and real-time analytics and AI to acquire, grow, retain high-value customers, fight fraud, smart IT operations
- Increase speed and agility by transforming to a cloud native operating environment that uses a service-based architecture, microservices, containers, and application programming interfaces (APIs) for maximum and fast re-use of proven functionality as well as fast and on-demand new customer engagement functionalities and capacities
- Modernize CRM, BSS and OSS to increase Net Promoter Score and cut CapEx/OpEx

¹Delivering enhanced customer experience in the 5G era, Omdia, 2021



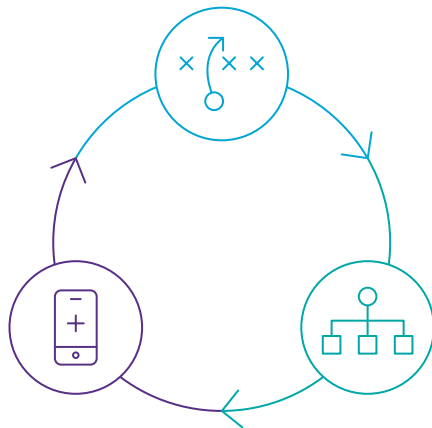
Enabling you at every stage of your transformation journey

Based on your specific requirements we will create a customer journey map that focuses on one persona at a time and concentrates on one specific usage scenario (including the context and device in use). With this we will clarify how a real user interacts with your product or service, the touchpoint, and the related thoughts and emotions of your customer.

We'll design and deliver a Customer Engagement Platform that leverages the full capabilities of the cloud, data and analytics, AI and automation to accelerate and streamline business processes while giving you new insights from all the data you hold based on the initial customer journey and requirement work.

We'll work with you and our partner ecosystem at every stage, from defining your customer engagement vision, to delivering a managed service that ensures your Customer Engagement Platform and operations are agile, flexible, cost-efficient and evergreen.

Solutioning with you to explore your requirements, prove the best approach and define your transformation roadmap



Modernizing your applications landscape, including migration and integration so your business is seamless

Running your smart operations, including support, enhancements and preventive, corrective, adaptive maintenance

Platform Solutioning

Working with you to:

- Identify your requirements
- Map out end-to-end customer journeys and experiences
- Build a business case
- Define high value use cases by combining customer, product, network service and resources
- Select the right platform and vendors to meet your needs
- Design a reference architecture for your new platform
- Design a target operating model, with required change management
- Develop your Transformation Roadmap

Application modernization and migration

Working with you to agree and then delivery agile transformation of your application and IT landscape, including:

- Building/configuring/deploying your new platform
- Seamless integration with existing enterprise architecture, with micro services enablement
- Design and delivery of data migration
- DevOps practices and accelerators to transform your applications estate for the new platform
- Decommissioning legacy systems

Smart operations

Our next-generation maintenance and support is powered by automation for end-to-end service, accountability and support, leaving you free to focus on your business.

Data-driven approach

Working with you to transform telco data into marketing outcomes and ensure seamless integration and overall success of digital transformation projects:

- Leverage automation template workflows and purpose built analytics models to drive Customer Value Management (CVM) and create seamless omni-channel customer experience
- Balance customer data privacy and hyper-personalization
- Increase the speed, scale and accuracy of your existing CVM operations with proven AI/analytics solutions.

Business success with your next-generation Customer Engagement Platform



Why Atos?

Atos enables telecoms companies to engage with customers in all segments to grow and retain market share and maximize customer value at every touchpoint.

Expertise, resources and capabilities:

your access to a global skills network

Innovation and collaboration centers:

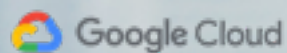
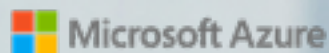
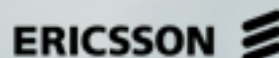
innovate and co-create, from idea to business reality

Service delivery accelerators

to accelerate your success

Key global and strategic alliances:

our world-leading partner ecosystem



Our customers

“Enhancing customer value is a priority for us, as well as creating new revenue streams. By partnering with Atos and Flytxt, we accelerated our digital transformation by implementing big data and real-time analytics. This robust digital solution will play a big part in affirming our role as data experience leaders.”

Jaffer Al-Khaboori
Director, Strategy & Transformation,
Ooredoo Oman



“The T-Mobile Netherlands partnership with Atos has unlocked the benefits of intelligent automation, initially with our new enhanced chatbot, through which we can offer an improved and more efficient service and a personalized and intuitive experience for our customers.”

Kim Larsen
Chief Technology and Information Officer
T-Mobile Netherlands



Next steps

If you'd like to talk to us about any aspect of your business or customer engagement strategy or challenges, contact our team.

About Atos

Atos is a global leader in digital transformation with 105,000 employees and annual revenue of over € 11 billion.

European number one in cybersecurity, cloud and high performance computing, the Group provides tailored end-to-end solutions for all industries in 71 countries. A pioneer in decarbonization services and products, Atos is committed to a secure and decarbonized digital for its clients. Atos operates under the brands Atos and Atos|Syntel. Atos is a SE (Societas Europaea), listed on the CAC40 Paris stock index.

The purpose of Atos is to help design the future of the information space. Its expertise and services support the development of knowledge, education and research in a multicultural approach and contribute to the development of scientific and technological excellence. Across the world, the Group enables its customers and employees, and members of societies at large to live, work and develop sustainably, in a safe and secure information space.

Find out more about us

atos.net

atos.net/careers

Let's start a discussion together



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