Placing Customer Experience at the heart of MNO Product Development

Description: Mobile network operators understand the need to become fully customer-centric and the importance of an excellent customer experience. However, faced with an explosion in digital products, MNOs have generally lagged behind, and have been losing revenue from their core products in voice, data and messaging.

Furthermore, the marketplace is changing fast in an increasingly connected world, where not just people and businesses, but everyday objects from cars to fridges go online. Growth is exponential, and the need for change is pressing.

This is the new digital world - the world of Telco 2.0 - with vast opportunity and yet huge threat to each MNO. In this world a myriad of competitors compete for a share of the value in ways that could not be imagined even a few years ago. It is no longer possible to differentiate on product features because it has become very easy for competitors to copy any that are successful. For the MNO, the growth of Over-The-Top players with short development lead times of 3-6 months has proven a particular problem as MNO development tends to range from 12 to 18 months.

For the MNO to achieve sustainable competitive advantage it is critical to provide a superior customer experience with a much faster and responsive product development approach. However, product development remains sluggish and customer experience improvements have all too often been executed only as limited initiatives in the sales and customer support functions.

The MNO must embed customer experience into every facet of its organisation. This begins with re-thinking the product development process, which ultimately permeates every function in the organisation, requiring a change in the way that the business thinks and operates.

This report outlines what the MNO must do to embed customer experience deep in the heart of new product development, adopting methods that meet customer expectations and enable a much faster development and response time.

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