



Customer Experience Exchange Telecoms

Ahead of the **Customer Experience Exchange for Telecoms**, attendees were asked what their top business challenges are and which tools and solutions they plan to invest in over the next 6 - 18 months to ensure their customer experience initiatives result in increased customer acquisition, loyalty and profits.

Top investment priority breakdown

71%

of attendees are looking to invest in **Customer Experience Management** solutions

56%

are looking for **Customer Satisfaction** technology

56%

are seeking **Online Customer Experience** solutions

3 challenges facing CX leaders in the telecoms industry

1

Working on **increasing the speed of digitising interactions**, on how to achieve e-commerce optimisation through digital touch points without pushing customers, so making digital the preferred channel organically

2

Creating a cultural change across all levels of the business into a really **customer centric mind set** - what tools and metrics can be implemented to ensure this is happening

3

Shifting from legacy platforms to digital is a challenge - going through digital transformation and investing in developing digital platforms and infrastructure

Where CX leaders plan to invest in the next 6-18 months

Customer Experience Management



Customer Satisfaction



Online Customer Experience



Customer Journey Mapping



Voice of the Customer (VOC)



Customer Insight



Multi-Channel Integration / Unified Communications



Emotional Engagement



Big Data



Social Networking/ Online Communities/ Social Customer Service



Email exchangeinfo@iqpc.com for the full investment priorities breakdown

The Research:

70
CX Leaders

with an average
£7+
MILLION
budget
responsibility

That's over
£500
MILLION
of spending power
all under one roof!

From global organisations like:



Customer Experience Exchange for Telecoms | 26 - 27 April 2016 | London

Bringing together 70 C-level and VPs/Directors of Customer Experience, Marketing and Digital Strategy from across the industry to discuss the practicalities of increasing customer retention and loyalty in this hyper-competitive market. Attend the Exchange alongside Europe's leading minds in customer and brand experience from across a range of B2B and B2C telecom organisations, to discuss key industry CX issues.

★ Find out more ★