

# COVID-19: the CX Impact.

## Telecommunications

## Industry Snapshot

The disruption COVID-19 has created would have been unthinkable, even several months ago. It's forcibly changing consumer behavior and buying habits, causing companies to totally reimagine their traditional approach to work and has led governments around the globe to introduce extraordinary measures to protect their people, their economies and their countries. The telecommunication industry has been especially impacted.

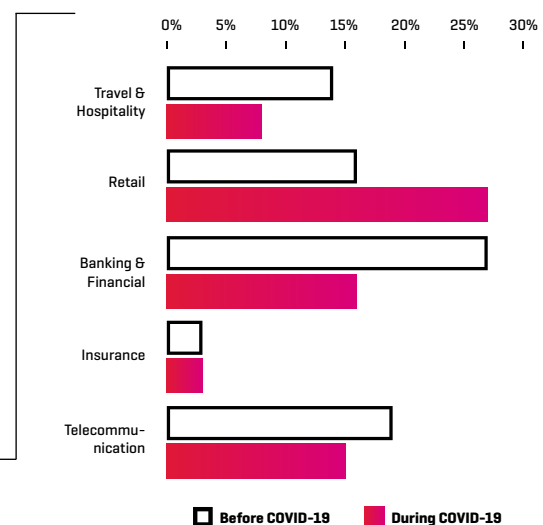
However, even in the midst of a pandemic, consumers are focused on and value emotional connection. They are seeking out brands that understand and can cater to their needs and are actively avoiding those that are judged to have fallen short.

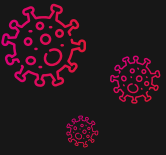
As the immediate threat of coronavirus begins to recede, and consumers begin to return to a semblance of normality, the businesses that prioritize customer experience management will be the ones that thrive, rather than survive in the new normal.

### *But where should those in the telecommunications industry begin?*

Prior to the pandemic, telecommunication brands were highlighted by 19% of consumers as being the most innovative when it came to the use of technology, coming second to banking (27%). During the pandemic, telecommunications was pushed into third place with retail maneuvering into first place. While the retail industry quickly implemented practical online solutions such as Click and Collect to meet changing customer needs, in all other industries consumer perception of innovation through technology fell away.

***Which industry is the most innovative when it comes to leveraging technology?***





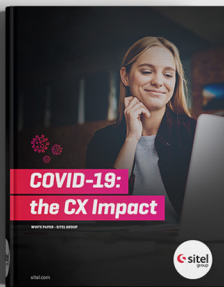
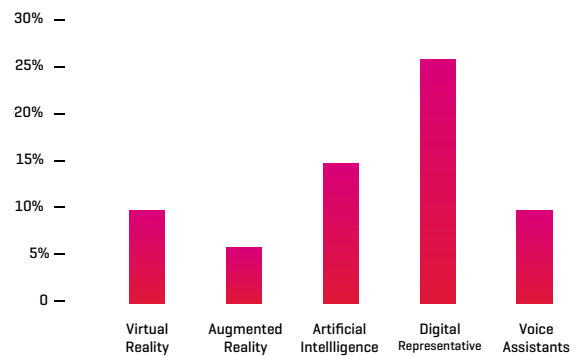
Even in the midst of a pandemic 43% of consumers are still prepared to sever ties with a brand after a single poor experience, and this number is expected to return to pre-pandemic levels (74%) as customers' patience wears thin. During the pandemic, 35% of consumers also indicated a preference for resolving issues or answering questions for themselves. Those in telecommunications should look to technology to provide consumers with self-service solutions.

Some in the industry have already made innovative use of artificial intelligence (AI) to support customers through the pandemic, for example implementing FAQ bots to answer customers' COVID-19-related questions. These solutions can be implemented quickly supporting customers in response to unforeseen peaks in demand, such as a global pandemic, and also work to deflect customers from other channels, driving efficiencies and enabling live agents to better support the customers who need their support most.

We asked consumers what technology they believed could be leveraged to create the most compelling customer experiences in telecommunications, and digital representatives came out far ahead. AI leveraged to create personalized experiences came in second place.

Consumers are clearly signaling that they want telecommunications brands to deliver convenient, personalized digital experiences. Now is the moment to forge ahead delivering experiences that seamlessly support consumers through discovery and purchase and on to after-sales care 24/7.

### ***Which technology makes the most positive experience in telecommunications?***



### **Learn More**

Sitel Group's COVID-19: the CX Impact study explores how COVID-19 is changing consumer's expectations and helps brand to explore how they can keep pace.

The COVID-19: the CX Impact white paper is available to download at [sitel.group/2020\\_cximpact\\_study](https://www.sitel.group/2020_cximpact_study)

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