Rethinking Transformation

Best Practices from Digital Leaders

MATRIXX® SOFTWARE

What's inside

How Will Your Business Be Transformed?

When the stakes are this high, you need to embrace changes that can move the needle. That means transforming to:

Digital Customer Experience

Digital Operating Model

Defining Digital Customer Experience

Empowering customers to transact through digital channels, on-demand, at any time of the day or night

Mobile-first engagement
rich and intuitive app-based experiences

Instantly gratifying experiences
all services available on-demand

Innovative digital offerings
delightful new ways to engage, manage and personalize digital products and services

Precise, real-time control
highly accurate usage and balances available in every interaction

Designing a New Operating Model

Rethinking the operating model for true digital commerce, streamlining operations to remove costs and inefficiencies

Digital lifecycle
initial customer on-boarding, buying journeys, and comprehensive in-life, self-care

Agile capabilities
eliminating customization and vendor service-team dependency to shorten time to market for new services and offerings

Optimized digital paths
streamlined workflows and simplified architecture that minimize system latency and improve operational efficiency when dealing with large volume, high complexity transactions

Digital-grade performance
massively scalable with minimal cost and performance impact, across billions of complex customer and network interactions a day

Which Approach Is the Right Approach for You?

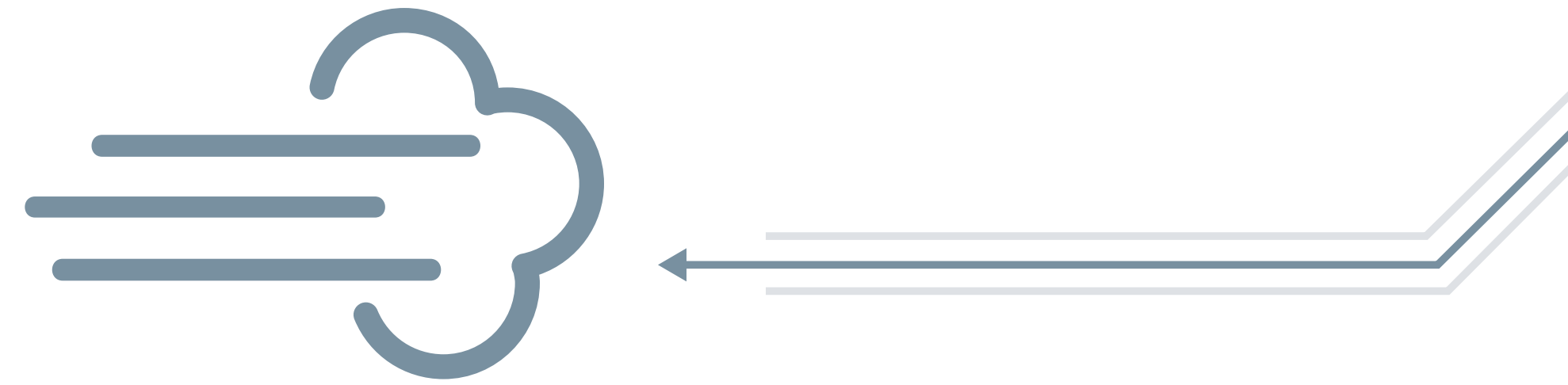The best approach will depend on your digital strategy, market context and appetite for rapid change.

New digital brand

New proposition, new digital stack

Traditional transformation program

New Digital Brand

A fast-track program to quickly deliver a new digital brand to market. Deploy a new digital BSS stack independent of existing infrastructure, with minimal IT or network integration. Streamline business processes and customer journeys using packaged, out of the box software.

Best for: Large incumbent operators with complex cultural and system constraints, that have been debating different approaches for long periods while nimbler competitors have enjoyed market success

Critical Considerations:

Cloud deployment model
Leverage the agility and scalability of network grade software to deploy quickly and operate more efficiently

Payment simplification
A PayNow model to eliminate the system and process constraints imposed by prepay and post-paid payment silos

Outside-in thinking
Locating the project offsite, using strategy consultants and other external digital professionals to accelerate the program

A new digital brand
A pure digital or "powered by" sub-brand to separate the new digital proposition from the current offering and brand perception

New Proposition, New Digital Stack

A new digital proposition is launched on a new BSS digital stack alongside existing legacy infrastructure. Modern software and agile methods will quickly deliver the type of experience customers expect followed by a phased migration from old to new.
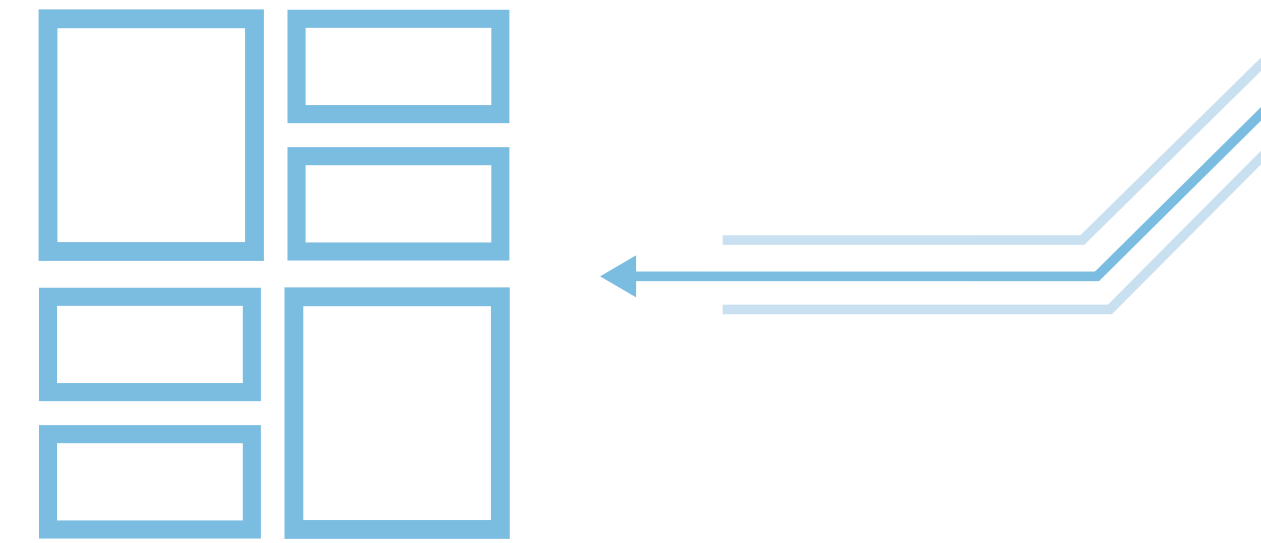
Best for:	Operators with a clear digital strategy but a requirement to measure business impact before committing entire business to new platform

Critical Considerations:

Optimized digital path
This approach will enhance the App experience by optimizing the path between the customer and the data that resides on the network
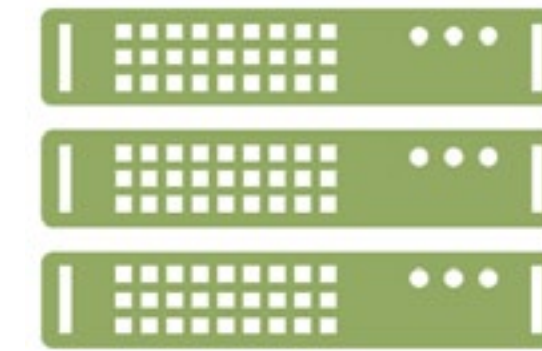
Channel support
Will the mobile App be the only channel at launch, or will web and CRM channels also be required?

Payment methods
Will prepay, post-paid and PayNow all be supported from day one or will there be phasing?

Traditional Transformation Program

A multi-year IT led program. Core back-office systems are replaced or upgraded in conjunction with significant process simplification to deliver a new architecture and greater service agility.

Best for:	Smaller operators with stable market conditions, a well-defined digital strategy, and C-level agreement on the execution plan

Critical Considerations:

Target customer segment
Starting points and sequencing for consumer post-paid and prepay, enterprise, and other segments

Service phasing
Initial service set and migration plan for domestic data, roaming, voice, SMS, and other services

IT simplification strategy
The retirement and migration plan for prepay IN, policy management systems and other end of life systems

Launch Guide for Digital Success

Every successful transformation starts with a good plan.

1. **Focus on a single customer segment**
2. **Develop an essential digital launch proposition**
3. **Map out the new core customer journeys**
4. **Establish KPIs for measuring business value**
5. **Streamline digital paths and network integration**
6. **Operate like a digital service provider**

1

Focus on a single customer segment

Targeting a specific customer segment makes it easier to stay focused on key capabilities and value propositions, without getting sucked into solving all the legacy problems upfront.

Why? Enables a focused digital program to establish momentum quickly

Challenge Requires patience and tight marketing execution, as the digital proposition will not be available to all customers on day one

2

Develop an essential digital launch proposition

Innovative digital capabilities can (re)define brand perception as an innovator with a value proposition that offers full customer control, on-demand personalization and mobile-first interaction.

Why? First to market with innovative features, creating brand value

Challenge The new digital proposition will not match all the service features of the existing offering, requiring compromise around payment methods and legacy channel support

3

Map out the new core customer journeys

A new digital offering requires complete reinvention of customer journeys and supporting processes, including digital acquisition and on-boarding, plan tailoring and on-the fly purchasing, and in-life servicing and rewards.

Why? Avoids traditional bottom-up, silo-based thinking, revealing opportunities to streamline processes and unlock value

Challenge Designing and integrating new digital processes requires re-thinking customer engagement and the operating model

4

Establish KPIs for measuring business value

Digital efforts need clear metrics that balance NPS and App store ratings with traditional operating metrics around subscriber volumes, product usage and ARPU (*see our ROI cheat-sheet for more details*).

Why? Measuring success with digital transformation requires a more complicated assessment than a traditional IT program Total Cost of Ownership (TCO) calculation

Challenge Moving beyond traditional success measurement metrics can be difficult for an organization, where buy-in to the transformation program is not complete

5

Streamline digital paths and network integration

New digital infrastructure reduces complexity by optimizing paths for digital interactions and minimizing network and IT system integration points.

Why? An improved customer experience with immediate system responses and faster initial deployment

Challenge Requires rethinking entirety of impacted business processes, including making a commitment to digital-only channels

6

Operate like a digital service provider

Modern, software based, digital systems and processes allows new products and offers to be configured, built and launched in hours and days, not weeks and months.

Why? Continuous innovation is the new normal for a digital brand

Challenge Moving to an agile DevOps culture requires significant change in both approach and execution, challenging traditional Telco IT norms

Recommended Reading

Altimeter
Six Stages of Digital Transformation

Capgemini
Unlocking Customer Satisfaction: Why Digital Holds the Key for Telcos

Deloitte Digital
Digital Transformation for Telecom Operators

McKinsey
A Future for Mobile Operators: The Keys to Successful Reinvention

Oliver Wyman
Back-End Simplification Is the Key to Breakthrough Customer Experience

About MATRIXX Software

Silicon Valley based MATRIXX Software is committed to helping Telcos reinvent themselves into leaders of the digital economy. Our multi-patented MATRIXX Digital Commerce Platform was built from scratch to serve as the foundation for next-generation IT architectures capable of powering rapid transformation. Through innovations in engineering, product, sales and deployment, we empower Communications Service Providers with the speed, agility and autonomy they need to give their customers modern, digital experiences.

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