

# Customer Experience Services in Telecom and Media

## Client Perspective Report

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## Who is This Vendor Assessment For?

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NelsonHall's CX Services in Telecom and Media Client Perspective Report is designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of CX services and identifying vendor suitability for security services RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the CX Services sector.

## Key Findings & Highlights

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Telecom and media clients have a moderate to high overall satisfaction with their vendors' current ability at 4.3 points out of 5.0. Major service lines such as customer care, order processing and fulfillment, social media services have the highest scores of 4.3 or above. The latter, however, have low adoption, with only a quarter of clients using social media services and less than 10% of clients using vendors' CX consulting services.

The overall satisfaction rating with vendors' services to meet future requirements is also 4.3 out of 5.0 with the top three reasons sector clients looking to partner with their providers are order processing and fulfillment, claims management, and analytics services.

## Scope of the Report

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As part of NelsonHall's most recent research project, *Customer Experience Services in Telecom and Media*, we interviewed 17 of the leading CX services providers globally. In addition, the research included a survey of these vendors' clients from across geographies and industries, of different sizes, and with a varying scope of services and levels of maturity in their sourcing of CX services.

NelsonHall conducted client reference interviews to cover several focus areas to gain a comprehensive understanding from the client perspective, including their experience as a buyer of CX services in the current marketplace. This survey was specifically designed to understand not only the perception of vendor performance in meeting client needs currently but also their ability to meet clients' needs in the future. The survey focused on the following key areas:

1. CX services usage, satisfaction, and future suitability
2. Benefits derived from CX services, their importance and vendor's effectiveness in delivering them
3. Vendor capabilities and their importance to the client
4. Overall client satisfaction
5. Client future expectations and vendor ability to meet these future requirements.



For each of these focus areas, we asked clients to rate various attributes, including services used, benefits sought, benefits importance, service satisfaction, vendor approach, and overall performance satisfaction.

## About The Author

Ivan Kotzev is NelsonHall's Customer Experience (CX) Services Lead Analyst, with global responsibility for CX services research and client support.

Known for his keen analytical ability and knowledge of the latest developments in CX services delivery and transformation, Ivan assists clients worldwide in understanding and getting the most from CX services across areas including analytics, social media, omnichannel integration, and multi-process CX. Ivan is also a leading voice on how automation is revolutionizing the customer experience.

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NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, primary research, and is widely respected for the quality, depth and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

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