



ANALYSYS MASON RESEARCH PROGRAMME

CUSTOMER ENGAGEMENT RESEARCH PROGRAMME

ATUL ARORA

Customer Engagement research: Summary

Customer Engagement systems enable CSPs to interact with customers in a consistent and contextual manner, across all channels and for all types of engagements. It enables them to engage in an assisted or self-service manner, through human or automated interfaces and for in-bound and outbound engagements. These systems help CSPs deliver a personalised engagement, increase revenue and satisfaction, while reducing costs.

ENGAGEMENT PLATFORMS

MARKETING

SALES ENGAGEMENT

CUSTOMER SERVICE

TOTAL FORECASTED CSP SPENDING ON CUSTOMER ENGAGEMENT SYSTEMS 2017-2021



2017-18 KEY RESEARCH THEMES

Digital engagement

CSPs aim of engaging with customers in a digital manner is driving them to spend on engagement applications and platforms – deploying them as adjuncts systems, overlay platforms or complete transformations.

SaaS delivery models

Increasingly becoming the preferred mode of deployment, SaaS-based models offer CSPs many advantages such as a scalable platform, continuous upgrades, lower cost of ownership and a flexible architecture.

Omni-channel

CSPs need to deliver consistent and contextual experience to customers across all channels – requires channel maintenance, integration and managing the customer lifecycle.

Automated attendant

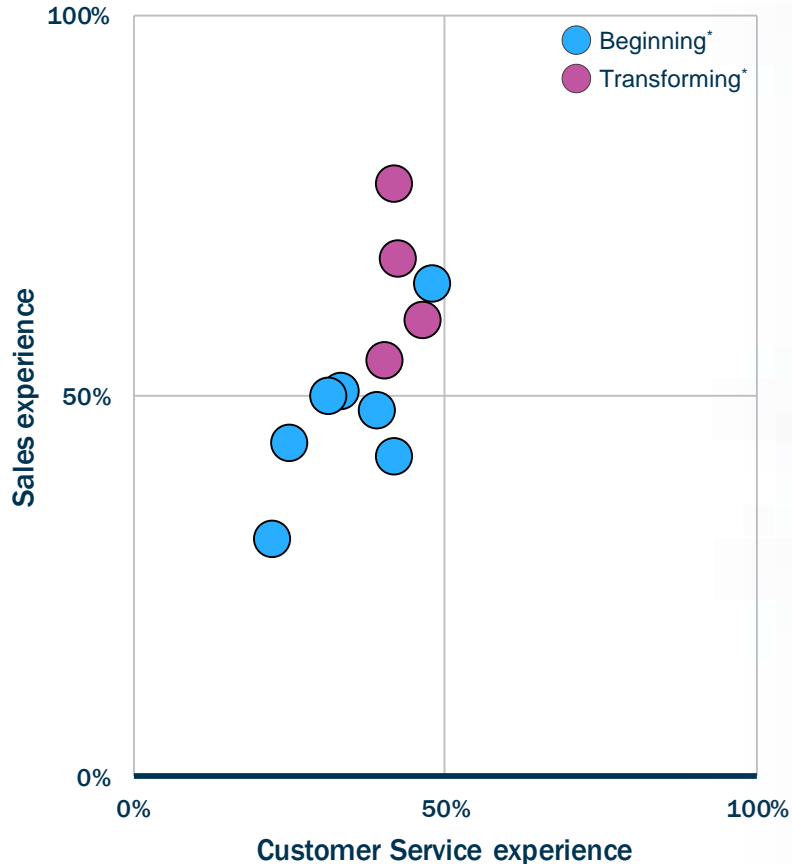
Utilising the AI, NLP and Intent Analysis capabilities to drive in-bound and out-bound customer engagement; expected benefits include reduced costs and personalised experience.

Cloud native architecture

Cloud-native engagement management systems offer CSPs efficiency and agility gains and help in simplifying a complex architecture.

Customer Engagement research: Overview

Figure: Highlights CSPs digital experience maturity for sales and customer service related engagements. n=11



Source: Analysys Mason

*Highlights CSPs positioning on Analysys Mason's DXI. [Click here for further info.](#)

Overview

- The programme helps CSPs and vendors with the understanding of the strategic developments as they happen in the customer engagement industry.
- It helps CSPs determine new software and technological capabilities that can help them bring business benefits around engagement use cases – such as for sales, marketing and support related engagements.
- For vendors, it helps them better understand the competitive landscape and how to best plan and position their offerings in the fast moving customer-centric market.

Key themes

- Digital engagement
- Omni-channel
- Automated attendants
- Cloud-native architecture
- SaaS as delivery model

Customer Engagement research: Content highlight

Strategy reports

- Focusing on customer engagement: CSPs and vendors must expand their customer care strategies
- CSPs in emerging and developed markets are taking different approaches to digitalisation
- Customer engagement: CSPs must invest in customer journey management
- Omni-channel deployment strategies
- Growth and significance of deploying automated attendants for CSPs

Forecasts and market shares

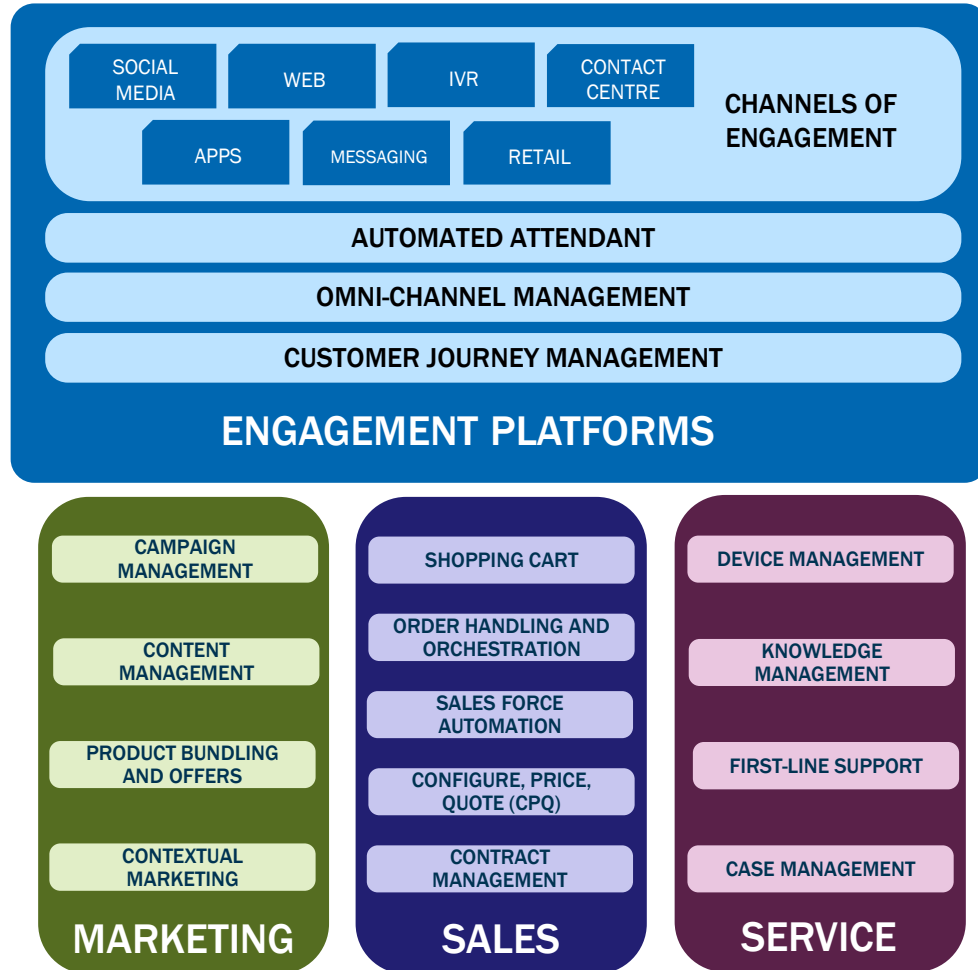
- Customer care systems: worldwide market shares 2016
- Customer care systems: worldwide forecast 2017–2021

Other features

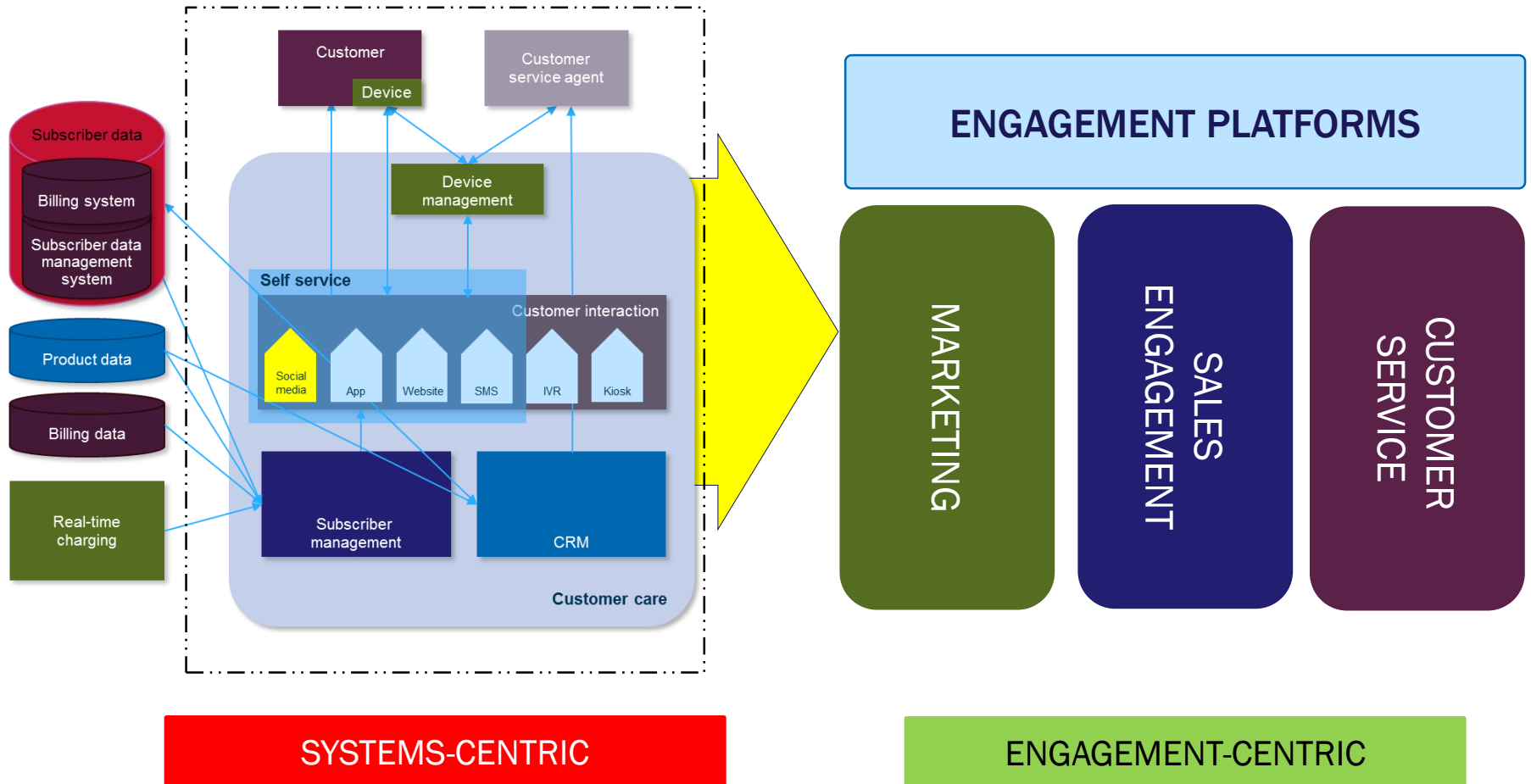
- Industry comments
- Company profiles
- Unmetered access to analysts

► Our programmes come with extensive back catalogues. Speak to our customer service team today research@analysismason.com

Customer Engagement research: Coverage



CSPs' approach to investing in engagement systems in changing



Contact details

Atul Arora

Senior Analyst

atul.arora@analysismason.com

 [AtulAroraAM](https://twitter.com/AtulAroraAM)

 [Aroratul8](https://www.linkedin.com/company/Aroratul8)

Boston

Tel: +1 202 331 3080
boston@analysismason.com

Cambridge

Tel: +44 (0)1223 460600
cambridge@analysismason.com

Dubai

Tel: +971 (0)4 446 7473
dubai@analysismason.com

Dublin

Tel: +353 (0)1 602 4755
dublin@analysismason.com

Hong Kong

Tel: +852 3669 7090
hongkong@analysismason.com

London

Tel: +44 (0)20 7395 9000
london@analysismason.com

Madrid

Tel: +34 91 399 5016
madrid@analysismason.com

Manchester

Tel: +44 (0)161 877 7808
manchester@analysismason.com

Milan

Tel: +39 02 76 31 88 34
milan@analysismason.com

New Delhi

Tel: +91 124 4501860
newdelhi@analysismason.com

Oslo

Tel: +47 920 49 000
oslo@analysismason.com

Paris


Tel: +33 (0)1 72 71 96 96
paris@analysismason.com


Singapore

Tel: +65 6493 6038
singapore@analysismason.com


Stockholm

Tel: +46 709 211 719
stockholm@analysismason.com





 [@AnalysysMason](https://twitter.com/AnalysysMason)

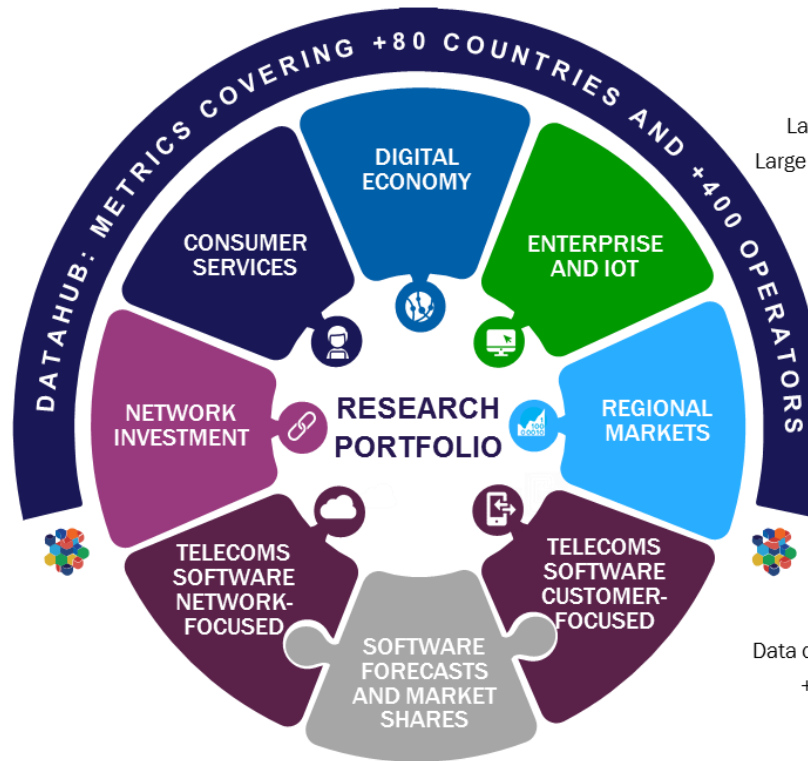
 [linkedin.com/company/analysys-mason](https://www.linkedin.com/company/analysys-mason)

 [youtube.com/AnalysysMason](https://www.youtube.com/AnalysysMason)

 [analysismason.com/RSS](https://www.analysismason.com/RSS)

Research from Analysys Mason

-  **Consumer services programmes**
 - Mobile Services
 - Mobile Devices
 - Fixed Broadband Services
 - Convergence Strategies
 - Video Strategies
-  **Network investment programmes**
 - Network Investment Strategies
 - Network Traffic
 - Spectrum
- Telecoms software and networks programmes**
 - Software Forecast and Strategy
 - Telecoms Software Market Shares
-  **Network-focused**
 - Next-Generation Wireless Networks
 - Service Delivery Platforms
 - Service Fulfilment
 - Service Assurance
 - Network Orchestration
 - Software-Controlled Networking
-  **Customer-focused**
 - Digital Experience
 - Customer Engagement
 - Monetisation Platforms
 - Analytics



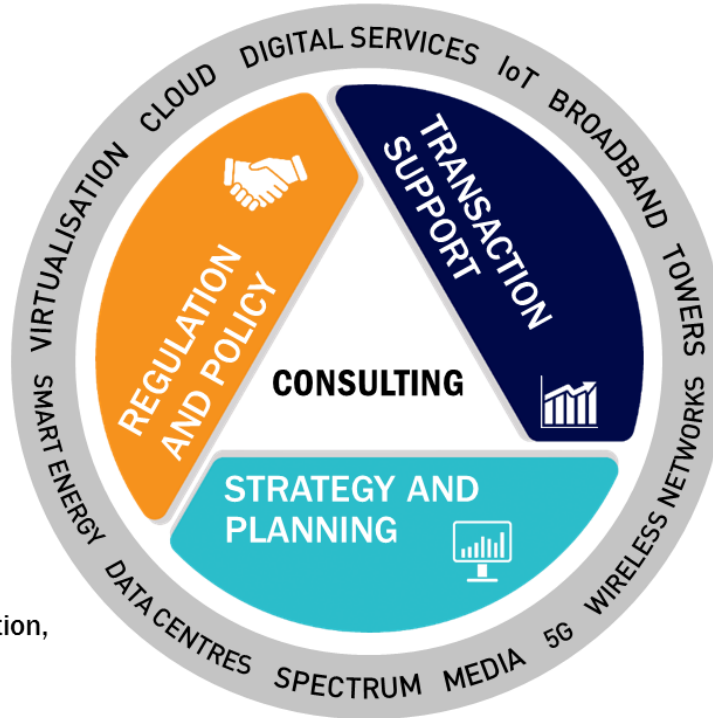
analysismason.com/research

- Digital economy programmes** 
 - Digital Economy Strategies
 - Future Comms
 - Enterprise and IoT programmes** 
 - Large Enterprise Voice and Data Connectivity
 - Large Enterprise Emerging Service Opportunities
 - SME Strategies
 - IoT and M2M Services
 - IoT Platforms and Technology
 - Regional markets programmes** 
 - Global Core Data
 - Americas
 - Asia-Pacific
 - Middle East and Africa
 - European Core Forecasts
 - European Telecoms Market Matrix
 - European Country Reports
- DataHub** 
- Data covering +80 countries and +500 operators
 - +2300 forecast and +250 historical metrics
 - Regional results and worldwide totals
 - Operator historical data
 - Compare markets and operators
 - Financial values in USD, EUR or local currency
 - Export data to Excel and save searches

Consulting from Analysys Mason

REGULATION

- Quality of service
- Market review
- Margin squeeze tests
- Analysing regulatory accounts
- Regulatory economic costing
- Policy development and response
- Media regulation
- Expert legal support
- Radio spectrum management
- Net cost of universal service
- Radio spectrum auction support
- Postal sector policy: USO, liberalisation, costing, pricing and regulation



TRANSACTION SUPPORT

- Commercial due diligence
- Technical due diligence
- Digital services
- Mid-market finance sponsors
- Data centres

STRATEGY AND PLANNING

- Commercial expertise
- Technology optimisation
- New digital frontiers

analysismason.com/consulting