

# HEAVY READING insider

## Real-Time Self-Service: Telco Transition to Digital Services

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### Report Highlights

**Telecom operators** are learning from retail and ecommerce how slick, consistent, multi-channel, real-time self-service can be.

**Traditional customer care** approaches need modifying, but the complexity of telecom systems means there must be a focus on BSS alignment, as well as channel alignment.

**It is possible to deploy a** platform-based RTSS solution to harmonize the customer self-service experience across interaction channels; integration between the platform and BSS/OSS is more difficult.

**Some types of interaction** are more complex than others to get right.

**Vendors differ in their** approach to RTSS: those from traditional BSS backgrounds tend to position RTSS as part of a broader, necessary BSS transformation.

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