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