

# Achieving Digital Transformation

How communications service providers can thrive in the new digital environment

Only 37%

of brands received good or excellent customer experience scores this year<sup>1</sup>

13%

of dissatisfied customers tell more than 20 people<sup>2</sup>

10x

Loyal customers are worth up to ten times as much as their first purchase<sup>3</sup>

89%

of consumers began doing business with a competitor following a poor customer experience<sup>4</sup>

80%

of device spending will be in new categories such as mobile phones, tablets, and ultra-mobile PCs, by 2017

Tablets will comprise nearly half of first-time computer purchases<sup>5</sup>

55%

of customers would pay extra to guarantee better service<sup>6</sup>

It costs 6-7x more to acquire a new customer than retain an existing one<sup>7</sup>

## 1. Deliver superior customer experiences

Because customers know more, expect more, and have more options, you have to deliver more. More value, more service and more of what they are looking for. So that fewer churn away, each household buys more, and that more sign up in the first place.

## 2. Monetize data

Are you providing the service bundles customers actually want? Could your promotions work harder? Which customers are most profitable, and why? You have a firehose of data coming in, but which of it should you pay attention to? Up your game by analyzing the why of churn, the how of loyalty, and the when of promotions.

## 3. Drive operational efficiencies

Higher revenues are great, but only half the profit equation. New technologies give you the capability to drive customer care costs down, make your assets work harder, and get new services to market faster, all while reducing fraud and security issues.

86% of buyers will pay more for a better customer experience. But only 1% of customers feel that vendors consistently meet their expectations<sup>8</sup>

78% of consumers have ended a transaction due to bad service<sup>9</sup>

Only 26% of companies have a well-developed strategy in place for improving the customer experience<sup>10</sup>

\$24.50 NEW  
\$52.50 REPEAT

Online spending for new customers is about half that of repeat customers<sup>11</sup>

90% of customers trust recommendations from their friends or peer groups

47% trust the company advertisements<sup>12</sup>

Global spending on information technology is expected to reach

\$3.8T in 2014<sup>13</sup>

53%

of US CEOs said social media users influence their business strategy<sup>14</sup>

Tata Consultancy Services delivers solutions that help organizations navigate the path to successful Digital Transformation. Through deep industry expertise, modular, customizable solutions that meet real needs, and an "experience certainty" commitment, TCS helps communications service providers stay ahead of customers' needs and drive down costs.

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