

# The rise of the communications service provider: Powering digital transformation in telecommunications



# The telecommunications industry is transforming so rapidly that its nomenclature no longer accurately describes the companies working in this space.

The term “communications service providers” (CSPs) more adequately captures the dynamic, evolving landscape these businesses navigate. Change is evident on every front:

- Technological advancements, like 5G, MEC, and IoT
- Rising expectations from both consumers and enterprise customers
- Commoditized offerings
- Disruptive new competitors

Fueling growth in this environment will require massive innovation and digital transformation—to reimagine the telecom experience.

Unfortunately, many CSPs find it hard to invest in these efforts, because their legacy businesses have become a major resource drain. Margins are tight, costs are rising, and agent and customer churn is a real risk.

CSPs know that they must improve efficiencies in their legacy business and free up time and resources for innovation.

The battlegrounds for future success include:

- Connecting ordering and assurance
- Creating engaging and modern employee experiences
- Bridging the gap between network and IT
- Proactively managing risk and security

Progress in each of these areas face some common challenges, including outdated legacy technology, organizational silos, limited visibility, and clunky systems and processes that hinder customer experiences.

Leading CSPs are turning to ServiceNow to work through these barriers, paving the path to a more profitable future through digital transformation, business simplification, and new revenue generation. Our single platform affects change throughout the entire enterprise.







## **Connecting ordering & assurance**

In this dynamic and competitive industry, CSPs need to win over and retain customers—creating a loyal base to cross-sell new products and services. But service quality leads to customer retention and profitability too. The ultimate opportunity lies in uniting across the customer lifecycle—from capturing orders to assuring services. ServiceNow helps CSPs boost loyalty and drive growth by launching and assuring next-gen services through automated workflows.

## **Creating engaging & modern employee experiences**

Digital transformation is forcing CSPs to rethink how work gets done. In today's hybrid work climate, CSPs need to streamline work, breakdown silos across locations, and create a safe workplace—building an automated global workforce that's efficient, productive, agile, and safe. When workers are empowered to contribute to meaningful, high-value work, CSPs can more easily attract and retain talent.

## **Bridging the gap between network & IT**

CSPs have significant opportunity to improve performance by modernizing their technology and networks. And as CSPs have evolved and grown over time, it's created a complex and disjointed ecosystem with many silos. It's time to bridge the divide between network and IT teams—streamlining processes and automating issue resolution to deliver what's expected from a modern, digital telco.

## **Proactively managing risk & security**

CSPs face evolving vulnerabilities and threats from both physical and cybersecurity sources—and it's critical to protect assets and infrastructure from these threats. ServiceNow enables CSPs to connect security, risk, and network teams to minimize risks, resolve vulnerabilities, and keep compliance in check.



## About ServiceNow

Telecom is transforming. Communications service providers (CSPs) face rising customer expectations, disruptive competitors, commoditized offerings, and razor-thin margins. Digital transformation provides an opportunity to reimagine the telecom experience—from service delivery to assurance. By automating workflows, CSPs bring ordering, care, and network together, bridge technology silos, and build a more productive global workforce. Ultimately, this defines a modern digital telco—with great experiences, end-to-end visibility, and assured services that improve retention and fuel growth.



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