

servicenow®



The big B2B2x opportunity for CSPs

Enabling a connected
enterprise experience



Table of contents

03

Executive summary

04

The power of partnership: Orchestrating an enterprise ecosystem

05

Seizing the B2B2x opportunity by connecting customers' workflows

06 Empowered: Self-care channels engage customers while increasing their knowledge

07 Proactive: Service transparency enables differentiated experiences and equips B2B care teams to be agents of change

08 Efficient: Connected network teams maximize productivity and reduce costs to serve

09

Conclusion

10

Contact and references



Executive summary

As 5G accelerates growth of B2B2x ecosystems, enterprise customers are facing a radical digital transformation to keep up with the opportunities in front of them. Reliable and secure connectivity remains a priority, but it's only one piece of the transformation challenge. Today's enterprises are increasingly focused on ecosystem outcomes. They want relevant end-to-end solutions that drive agility and scalability, as well as frictionless experiences for their customers.



The opportunity for communications service providers (CSPs) to benefit from 5G growth is substantial, but largely untapped.

While enterprises have long trusted CSPs with connectivity, a research report by [Omdia](#) indicates 80% of 5G is being deployed by non-telco companies. According to Omdia, "the enterprise opportunity is already slipping through the fingers of CSPs...and only CSPs engaging partner ecosystems to solve enterprises' business problems will be able to make up lost ground."

Enterprise customers have also long been a major source of business for CSPs. Typically, more than 30% of a CSP's revenue is derived from business customers, based on an [Accenture](#) analysis. And while this underscores the importance of retaining enterprise customers—it's not as straightforward as it used to be.

The surge of over-the-top (OTT) providers has upped the competitive intensity. [McKinsey](#) reports that "more and more new digital natives are entering the core telco market with innovative business models and technologies, leaving many incumbents to wonder if they can keep up or if they will be displaced." Unfortunately, many operators have ignored the warning signs or have been unable to respond to the threat of OTT players and hyper-scalers.

Disruptive competition is only part of the story. As OPEX-intensive businesses, CSPs are continually challenged to drive out costs and improve profitability. While revenue growth will come from 5G, as well as IoT, these product offerings must get to market quickly—and that means they must be digital at birth. This requires CSPs to shorten product development cycles and boost operational efficiencies.

All of this is why now, more than ever, CSPs need to be more than a connectivity provider. CSPs need to partner with their enterprise customers to offer business solutions that enable 'digital first' services to their customers. If CSPs are not able to cement partnerships with their B2B customers and without focus to deliver stronger solutions, enterprise customers will likely turn to newer, more modern options that are ready and able to win them over.

“

Businesses want to buy complete solutions that fit their needs and help them solve business problems, rather than individual technology assets. This is a multi-billion-dollar opportunity that CSPs need to address fast and it requires CSPs to collaborate with enterprises and SMBs to better understand their reality.”

—Angus Ward, CEO, BearingPoint//Beyond

“The game is on to compete, and 5G is beyond connectivity; It's a radical transformation for the digital enterprise.”

—Fotis Karonis, CTIO at BT Enterprise, from TM Forum Hard Talk

The power of partnership: Orchestrating an enterprise ecosystem

Today's enterprise customers are more sophisticated in their expectations. They demand more than connectivity from their CSPs—they want business partners who can co-create solutions and help them orchestrate ecosystems. They also want differentiated experiences, with modern interfaces that speed up processes and put information at their fingertips.

With all of these dynamics in play, partnering with enterprise customers to seize the B2B2x opportunity is a game-changer. It not only helps them remain competitive and relevant; it ultimately elevates the entire enterprise customer experience.

How can CSPs seize the B2B2x opportunity?

It starts with creating the necessary connection points needed to orchestrate an enterprisewide ecosystem.

With joint workflows and processes in place, CSPs can:



Engage and educate customers



Enable superior customer service



Boost operational efficiencies and productivity

Inter-company workflows are no longer a “nice to have”—they are a necessary offering for CSPs that want to stay competitive and relevant to their enterprise customers. Partnering to orchestrate B2B2x ecosystems will ultimately reduce churn and protect and stabilize a major source of revenue.

Optimizing the customer experience was cited as the most important strategic priority for the telecom industry over the next three years.

As things become more competitive and commoditized, superior customer service is truly the only sustainable form of differentiation.

Source: EY, “In the next wave of telecoms, are bold decisions your safest bet?” November 2019



Seizing the B2B2x opportunity by connecting customers' workflows

The enterprise sector has become a significant growth engine for CSPs. As these customers drive their own digital transformation forward, and work to simplify and automate internal processes, it's essential that CSPs become a transformation partner.

By digitally connecting your workflows with the enterprise customers' and partner workflows, you can seamlessly pass information and requests across organizational boundaries. This elevates the customer experience by providing total transparency, improving quality, and accelerating speed of service—all with less effort. Most importantly, this creates stickiness of your service.

With inter-company connectivity, enterprise customers can be:

1

Empowered: Self-care channels engage customers while increasing their knowledge

2

Proactive: Service transparency enables differentiated experiences and equips B2B care teams to be agents of change

3

Efficient: Connected network teams break down silos to maximize productivity and reduce costs to serve

The promise of enterprise 5G is there for the taking, but CSPs must realize they will need to master ecosystem orchestration, including joint go-to-market with vendors and co-creation with customers.

Source: Omdia, "Industries and enterprises are ready to reap the benefits of 5G," 2020



1. Empowered: Engage customers with self-care channels while increasing their knowledge

Empowered customers are happier customers. The fact is most enterprise customers are just like consumers: They want the fastest solution possible with the least number of steps, and they want end-to-end transparency. But for many CSPs, manual processes and multiple legacy portals stand in the way of delivering the type of experience their customers demand.

With connected workflows, CSPs can make life easier for their enterprise customers through transparent, easy-to-use self-care channels that streamline cumbersome processes and improve visibility throughout their interactions.

For example, when processes are connected, CSPs can author, version, and publish their entire service catalog directly into the IT environments of their customers. This enables the end customers to order products, create service requests, process change requests, and report incidents—all from the familiarity and comfort of their own IT environments.

Additionally, if CSPs incorporate automated responses into the workflow, the enterprise customer gets timely status updates. Not only is the service experience improved, but the CSP's customer care team is freed up to focus on other tasks that add more value to the ecosystem.



B2B markets are a source of growth for CSPs, but operators need to develop the same digital-first experiences for them that they are developing for consumers. Business customers want to overcome complexity and figure out how to harness a deluge of new technology. They need responsive, on-demand connectivity and other services that often will have to be delivered in conjunction with partners.

Source: TM Forum, "Future customer experience: From digital to omnichannel," March 2020



2. Proactive: Service transparency enables differentiated customer care

Agents play an important role in fostering strong and sustainable enterprise relationships. If CSPs want to help their enterprise customers transform, they must engage and equip their own agents to become part of the transformation process.

Connected workflows enable complete service transparency and are a powerful way to drive agent engagement. If there's a problem in the CSP's network, omnichannel self-service tools ensure that customers are kept up to date on service disruptions—all the way to resolution. As a result, agents can proactively and more effectively handle issues and support customers. This leads to reduced call volumes and handling times, improved NPS scores, and agents who are empowered to deliver a higher level of customer care. Overall, connected workflows bring a level of transparency and agility that enables CSPs to build trust with enterprise customers, while equipping agents to elevate their service level.

A transparent and proactive approach to customer care can also shift the conversation about SLAs. Instead of defaulting to service improvement discussions based on reactive data, CSPs and their customers can elevate their SLA conversations to address the ultimate impact of outages: Specifically, how was the enterprise customer's customer impacted? These types of conversations build trust with customers, and they bring a different perspective to the CSP's agents as well. When agents are looped into the end-user impact of an outage, they are now equipped to better empathize with enterprise customers and therefore strengthen the relationship for the longer term.

Buyers of B2B telecom services are also frustrated with what they perceive as a lack of responsiveness within the industry—a condition that has resulted in a high level of customer churn. Their dissatisfaction is exacerbated by a demographic changing of the guard: more and more buyers have service expectations set by a lifetime of dealing with digitally native consumer companies, such as Amazon and Netflix. They expect service requests and delivery to be fulfilled on demand, and they don't want to do business with telcos that can't meet their expectations.

Source: PWC, *"Unlocking growth in the B2B Telecom segment,"* 2019

“

Poor customer insight usually results in a poor customer experience. Several factors can be blamed for this, but a poor experience comes mostly from the lack of flexible systems and processes with the capability to meet changing customer expectations.”

—Source: IDC, *"Enhance the customer experience through data-driven assurance, AI, and automation,"* January 2020



3. Efficient: Connect network teams to maximize productivity and reduce cost to serve

By nature, telecoms have high OPEX costs, and tight profit margins have long been a pressing business challenge. But today, that challenge is amplified. For example, the rollout of 5G requires significant capital expense. Providers need to quickly invest in new products if they want to stay relevant and competitive in the disruptive digital landscape.

At the same time, CSPs must manage costs to improve profitability—all while they're working to elevate the customer experience. But multiple disparate customer service channels and complex service management processes make it difficult and costly to manage customer care issues.

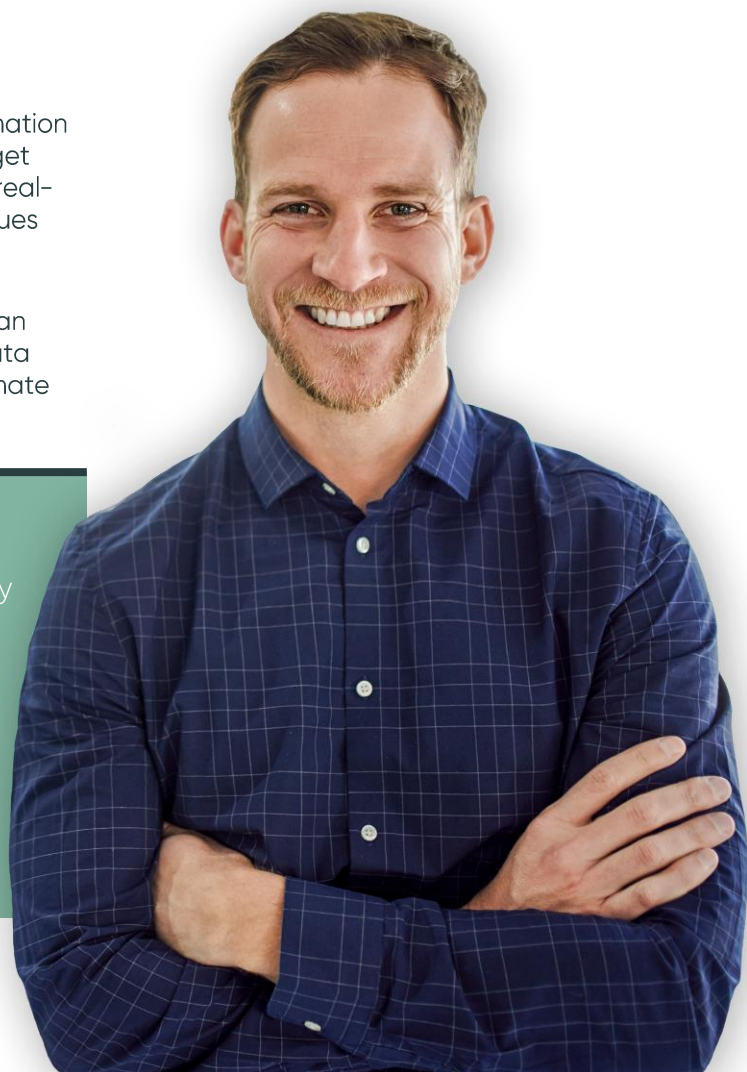
Lack of visibility into service outages not only causes reactive inquiries and frustrated customers, it's a drag on operational efficiency. What's more, limited automation, outdated processes, and long handling times are just a few additional barriers that continue to hamper service profitability for traditional telecom providers.

With connected workflows that fuel proactive customer care throughout the B2B2x ecosystem, network teams get the information and tools they need to deliver higher quality service. They can get timely outage alerts—often before customers do. And they get real-time updates, which better equips them to handle customer issues when they arise.

Operational efficiency also gets a boost. Instead of risking human error and bogging down the service experience with manual data entry, CSPs can benefit from the connected workflows to automate processes, increase accuracy, and speed up approvals.

The relationship between customer-impacting events that occur in the network or IT operations is becoming clearer. There is more demand to link these traditionally distinct domains together, especially for B2B services. And with the rising emphasis on NPS measurement as a means of organizing and evaluating teams and people, the industrywide effort to close the loop between customers and the networks that serve them makes sense.

Source: TM Forum, *"Future customer experience: From digital to omnichannel,"* March 2020





BT Global: Differentiating the enterprise experience

As part of their digital transformation strategy, BT Global (BT) wanted an innovative solution to help elevate and differentiate the service experience for enterprise customers.

BT and ServiceNow® share a mutual customer base of some of the largest multi-national companies in the world. In fact, 90% of the enterprise customers using BT for connectivity are using ServiceNow for IT, customer, and employee workflows.

With ServiceNow eBonding for Telecommunications, BT created an interoperable and seamless experience between their enterprise customers' environments and the ServiceNow environment. The resulting workflow for enterprise end-users is effortless and transparent—elevating their experience with BT, and also driving efficiency and excellence in their own operations.

BT Global is the lead design partner for ServiceNow eBonding for Telecommunications capability.

Conclusion

Connecting customer workflows to orchestrate the B2B2x ecosystem empowers CSPs to create a stronger enterprise experience, with the customer playing the lead role. When CSPs work backwards from the customer—looking at their business needs first—they can move forward to deliver frictionless, proactive customer care that takes service experience to a whole new level.

As CSPs look for ways to strengthen enterprise relationships, ServiceNow can be a partner. With ServiceNow already serving a vast majority of enterprises, the company offers a new feature in its Telecommunications Service Management product that can pave the way for connected workflows with B2B customers.

With eBonding for Telecommunications, CSPs can now connect their ServiceNow instances with their enterprise customers' ServiceNow instances, creating a seamless connection—from provider to enterprise.

One thing is certain: The need to deliver ecosystem solutions is not going away. Connected data and end-to-end visibility are core to creating a compelling experience that is a “must-have” for enterprise customers.

When CSPs partner with their enterprise customers to co-create solutions, the competition is less threatening. Building customer trust in new services and reliable delivery is essential not only to growth, but to preventing enterprise customers from jumping to disruptive competitors with better service. And for CSPs, delivering industry-leading customer experiences helps to stabilize revenue and profitability, and boost operational efficiency and resilience in their own organizations.

“

Not only does eBonding for Telecommunications enable BT to deliver exceptional experiences to its enterprise customers—investing in this capability is an important step for our own digital transformation journey and driving automation interoperability between our customers' businesses and ours.”

—Hriday Ravindranath, President, Chief Technology and Information Officer, BT Global

FIND OUT HOW

Contact

Behind every great experience is a great workflow. ServiceNow helps CSPs reimagine the telecom experience—turning digital transformation into a competitive advantage.

To learn how ServiceNow is integrating workflows between telecommunications customers and their enterprise customers, contact a member of the telecommunications team today.

<https://www.servicenow.com/solutions/industry/tech/telecom.html>

<https://www.servicenow.com/products/telecommunications-service-management.html>

References

Omdia, 2020 research report: [Industries and enterprises are ready to reap the benefits of 5G](#)

Accenture analysis: [B2B growth in the communications industry: From network to new worth](#)

McKinsey & Company article: [Overwhelming OTT: Telcos' growth strategy in a digital world](#)

Ernst & Young, 2019–2020 global telecommunications study: [Accelerating the intelligent enterprise](#)

IDC, January 2020 analysis report: [Enhancing the customer experience through data-driven assurance, AI, and automation](#)

PWC, 2019 report: [Unlocking growth in the B2B telecom segment](#)

TM Forum, March 2020 analyst report: [Future customer experience: From digital to omnichannel](#)

