GCF 5G MENA 2020

5g brings exciting opportunities but also challenges to deliver memorable customers experience for Telcos.

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Agenda

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- 2 Opportunities to improve Customer Experience
- 3 Challenges for Telcos
- 4 Summary

Opportunities To Deliver Memorable Experience



Network Experience

- Uninterrupted gaming
- High definition live streaming
- Ultra definition video calling
- Fixed Wireless Access



Buying & Onboarding

- Enhanced shopping via AR
- Live onboarding video call
- Installation video guides



Service Experience

- Live video demo
- Home troubleshooting
- After call video guide
- Co-browsing

Reduce Average Handling Time, Improve First Contact Resolution, Reduce number of fields visits & returns

Challenges To Deliver Customers Experience



Network Experience

- I. Heightened expectations and how to meet them
- 2. 5G to 4G/3G handovers frustrations
- 3. Justifying any cost increase





Service Experience (Upskilling & Reskilling)

- I. 5G device and network related queries
- 2. IoT queries and problems
- 3. New support tools / material / self-service
- 4. New consumer use-cases