

Customer Centricity Reloaded – A huge opportunity for CSPs

The world's major OTT players more and more become a key source for lifetime information of a consumer. Already today, Internet users willingly or unwillingly share lots of information about their life, from financial interactions to social media, through user-generated content and via e-commerce transactions. In 5 years mobile payment and wallets will have penetrated the market, allowing for even more insights in consumer spending. Consumers' behaviour will become visible by location information, via in store tracking, connected car applications and smart home intelligence, altogether creating new levels of consumer insight. With the advent of the 6th Kondratieff cycle the penetration of health related applications will disrupt the health sector and lead the way to new interactions with users. As a result we are at the edge of a world where an individual „owns“ a plethora of ever increasing „data pools“ about himself, created by his activities and interactions in daytime – and even in night time while being asleep.

Demand for data privacy at present differs by country and by age segment. Some application users appreciate if their data is stored in the cloud, prevails in apps, becomes profiled and is used by 3rd parties as long it creates true and measurable value for them, some perceive this as a major threat to their life, especially if their data is used to provide unappreciated, directed commercial offers or used for other commercial matters.



Trusted
Information
Hub

In this upcoming situation there increasingly will be a demand for a trusted information hub, where users can upload, store, share and manage their private information and - most importantly to them - monetize the usage of their data. Innovative platforms and business models allowing users to perform all these functions are launching this year (e.g. Datacoup, Handshake and Meeco).

Deployment of Big Data engines at communication service providers (CSP) is currently on it's way, with still nimble use cases which yet do not embrace the full potential of a trusted information hub play. mobileVision believes there is a space to grab for those CSPs - which manage to engage on a new customer centricity paradigm – different from what the role of Google, Facebook & Co is today. So far customers' traffic and service lifetime revenues have been in CSP's focus for maximizing value. With an integrated intelligence on the customer, customer centricity will become the key source of value add. mobileVision believes that CSP typically have many important assets to take that role: large existing data pools, ability to handle large amount of data, being a trusted player, to name a view. At a global annual ARPU of \$147 per user in 2015, integrated customer intelligence can easily add a significant top line

boost.

CSPs are well advised to either significantly enhance their big data strategy, or, as mostly necessary, restart from scratch with customer-back strategizing on this new relationship model. Once CSPs realize that a holistic integration of customer data, sourced across all application data pools, will provide significant value to the customer, there will be vast opportunities to provide new services and leverage the eco-system the user is engaging with, increasing both the top line and the bottom-line. A dumb-pipe strategy is an option – but being relevant to the consumer with managing his or her personal lifetime data will ensure significantly better returns. A clear proposition and strategy will be needed as the line between being the customer’s trusted information hub and exploiting the available rich insights is a fine one.

Debate with us how you see the CSP’s role in this play evolving!