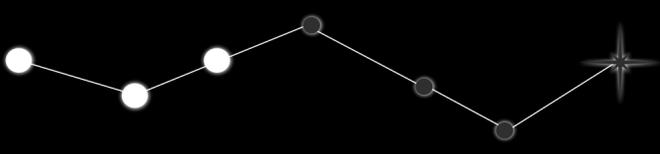


YOU'VE LANDED ON:

Planet Tech!

The Optimizer

Progress Toward Techco:



Telco → Culture → Tech → Business → CX → Talent → Full Circle

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Technologically strong

Technically advanced and automation-driven — but weakly anchored to business and customer value.



Preliminary Assessment

The organisation invests aggressively in platforms, data, cloud, and automation. Technology teams move fast, but initiatives are often inward-looking, driven by capability rather than commercial or experiential outcomes.

Potential Watch Outs

Organisational Ways of Working

- Technology operates as a parallel organisation - impressive but underused tools and automation
- Limited shared language between tech, product, and commercial teams
- Innovation occurs in pockets, not as a system integrated with business strategy, talent build, and customer outcomes

Limits to delivering best-in-class Customer Experience

- Feature velocity does not translate into better customer journeys (NPS), revenue diversification (% non-telco revenues), or churn reduction
- Data insights from technical teams unable to influence customer experience design end-to-end
- Continued dependence on human intervention to resolve customer complaints, encourage subscriber upgrades, deliver ongoing support

Technical Challenges

- Platform sprawl and overlapping capabilities
- Limited reuse across domains
- Weak linkage between architecture decisions and value realisation

Circles recommendation to unblock next growth phase

- Anchor technology roadmaps to explicit business and CX outcomes
- Prioritise modularity, interoperability, and reuse
- Align OKRs across tech, product, and commercial functions

Digital Advisory Support Services (DASS)

Digital Advisory Support Services (DASS) provides hands-on strategic and operational guidance to help operators turn digital ambition into measurable outcomes. Working alongside your teams, our experts support everything from market strategy and go-to-market execution to operational optimisation and customer value management.

The focus is pragmatic and data-driven, ensuring decisions are grounded in real customer insights, clear KPIs, and proven operating models that drive growth, efficiency, and long-term competitiveness.

What DASS helps you achieve



Define clear market strategies, business plans, and performance KPIs aligned to your growth goals



Optimise operations across customer experience, distribution, and partner management



Execute go-to-market and digital marketing strategies that reach the right segments effectively



Leverage advanced analytics and CVM frameworks to improve engagement, retention, and lifetime value



Strengthen business performance through ongoing reviews, partnerships, and phygital strategies

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