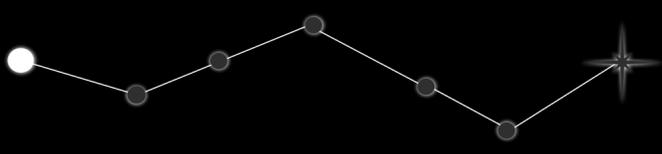


YOU'VE LANDED ON:

# Planet Telco!

## The Traditionalist

Progress Toward Techco:



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

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### Ground Zero

Operationally stable, network-centric, and reliable — but structurally disconnected from digital velocity.



### Preliminary Assessment

The business is centered around uptime, predictability, and risk containment. Legacy OSS/BSS, waterfall delivery, and functionally siloed teams dominate. Digital is treated as an add-on rather than a core operating model.

## Potential Watch Outs

### Organisational Ways of Working

- Strong governance but rigid decision hierarchies
- Functional silos (network, IT, commercial) inhibit end-to-end ownership
- Change management is episodic, not continuous

### Limits to delivering best-in-class Customer Experience

- Experiences are consistent but undifferentiated
- Slow response to changing customer expectations
- Limited ability to personalise or innovate beyond core connectivity
- Market relevance erodes as faster competitors reframe customer value

### Technical Challenges

- Heavy dependence on monolithic legacy platforms - structural growth constraint
- Digital initiatives stall at proof-of-concept stage
- Low API exposure and poor system interoperability
- Long release cycles tied to infrastructure constraints

## Circles recommendation to unblock next growth phase

- Ring-fence low-risk digital pilots with clear commercial outcomes - Acquisition, ARPU, Churn reduction, NPS
- Establish cross-functional delivery teams to deliver high NPS journeys
- Modernise architecture through cloud-native deployments, API-led, AI-enabled applications
- Shift operating cadence from “projects” to “autonomous & continuous workflows”

## 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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