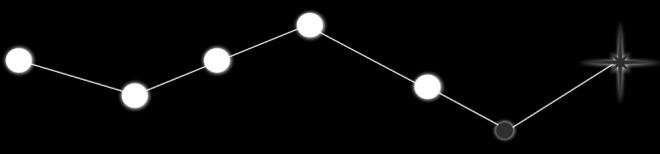


YOU'VE LANDED ON:

Planet CX!

The Empath

Progress Toward Techco:



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

6/7

Exceptional touchpoints

Customer-led and experience-driven but backend systems need to catch up.



Preliminary Assessment

The organisation excels at designing intuitive, emotionally resonant journeys. However, legacy processes, fragmented data, and inflexible platforms limit consistency and scalability.

Potential Watch Outs

Organisational Ways of Working

- CX teams operate downstream of core decisions with CX gains potentially stalling at the interface level
- Limited integration with network, IT, and operations - Customer Experience ownership is fragmented

Limits to delivering best-in-class Customer Experience

- Promises outpace delivery resulting in low customer satisfaction (low CSAT, high tickets per sub), low order to activation etc.
- Personalisation is inconsistent and costly - low conversion rates, poor return on ad spend
- Omnichannel experiences break under load

Technical Challenges

- Disconnected data across channels
- Manual workarounds behind digital fronts
- Limited real-time decisioning

Circles recommendation to unblock next growth phase

- Align backend systems with CX ambition - Availability, NPS, CSAT
- Integrate CX teams with tech, ops, and data
- Build adaptive personalisation engines
- Tie customer metrics to internal enablement KPIs

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

Content You'd be Interested In

Built to Scale: Circles' Operating Model

CIRCLES

Built to Scale: Circles' Operating Model

Adeel Najam, Co-founder

Watch on YouTube

Why Scalability in Software Architecture Matters in Telco BSS/OSS

[Read Article](#)