



REGAINING EMINENCE

VIDEO TRANSCRIPT

Since the beginning of the Covid-19 pandemic, communication service providers have played a crucial role in keeping the world working, connected and informed, underpinning our society by enabling families and friends to stay connected and keeping our economy open for business.

The majority of consumers think home broadband is more important now than before the crisis, coinciding with a surge in demand. But services proved resilient— with high levels of consumer satisfaction, earning CSPs greater trust with customers, elevating their relevance and regaining eminence worldwide.

CSPs can build on this by helping people live, work and play in the Never Normal by developing new products, new services and new business models. This will be welcomed by the 98% of workers who want the option of working from home and small and medium businesses who want to grow their online sales.

At the same time, governments and large businesses are doubling down on digital transformation with more than 50% of C-Suite executives accelerating digital initiatives, including the shift to cloud.

To ensure CSPs are strategically positioned at the center of these trends, we've created an "Emerge Stronger" framework, providing a pivotal set of recommendations for CSPs across 5 pillars:

New Growth Opportunities focuses on new work from home and smart home opportunities as well as growth industries, such as telemedicine and online education.

Zero-Touch Customer Experience details how to reinvent sales and service, including the physical stores your customers still visit.

Culture and Digital Workforce outlines how CSPs can lead with purpose and re-invent the employee experience while doubling down on capability development, which leads to improved productivity

Pervasive Networks describes how CSPs can guide the digital transformation of public services as well as generate cost savings through virtualization and an AI-powered network.

Cloud Business Model provides guidance on how to reduce vendor dependency and innovate quickly with a modern technology stack.

Together with this framework, CSPs can outmaneuver uncertainty... and emerge stronger... than ever.

Find out more at www.accenture.com/EmergeStronger.

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