

Telco & Media

Today, Telco & Media companies are undergoing a deep transformation of their business:

Digital platform access, changes in consumer behavior, and expectations about service quality are being redefined.

The industry needs to adapt quickly in order to understand customer behavior and their latest expectations.

Main Industry Changes

- 1.** Customers cancelling traditional TV + Internet service bundles
- 2.** Costs of migrating providers are lower than ever
- 3.** Digital Platforms everywhere (shifting revenue streams)
- 4.** Personalization of content
- 5.** Self-service as first option (effortless interaction)
- 6.** Financial pressure (more frequent reporting of business performance)
- 7.** Edge computing opportunities
- 8.** True feedback and insight about customer behavior through all channels

The Industry Today



Pressure on costs and finances (low-cost products)



Digital as First Option



Value-based services & Consumer Behavior



Edge Computing

Changes in other industries are also impacting the Telco & Media industry. As revenue streams shift to value-based services, customers demand similar personal experiences and service quality.

How can Lagash help Telco & Media companies?

- Cloud adoption (Journey to the cloud)
- Cost reduction & Task Automation
- Customer analytics (Churn, Segmentation, Simulation for Retention Plans)
- Digital First Initiatives (Mobile, Cognitive Solutions)
- Financial analytics (Forecasting)
- Big Data and Modern Data Architecture