

# Broadband is Everywhere...

# leaving CSPs Nowhere?

Not Long Ago, Communications Service Providers (CSPs) Ruled The Roost

## YESTERDAY

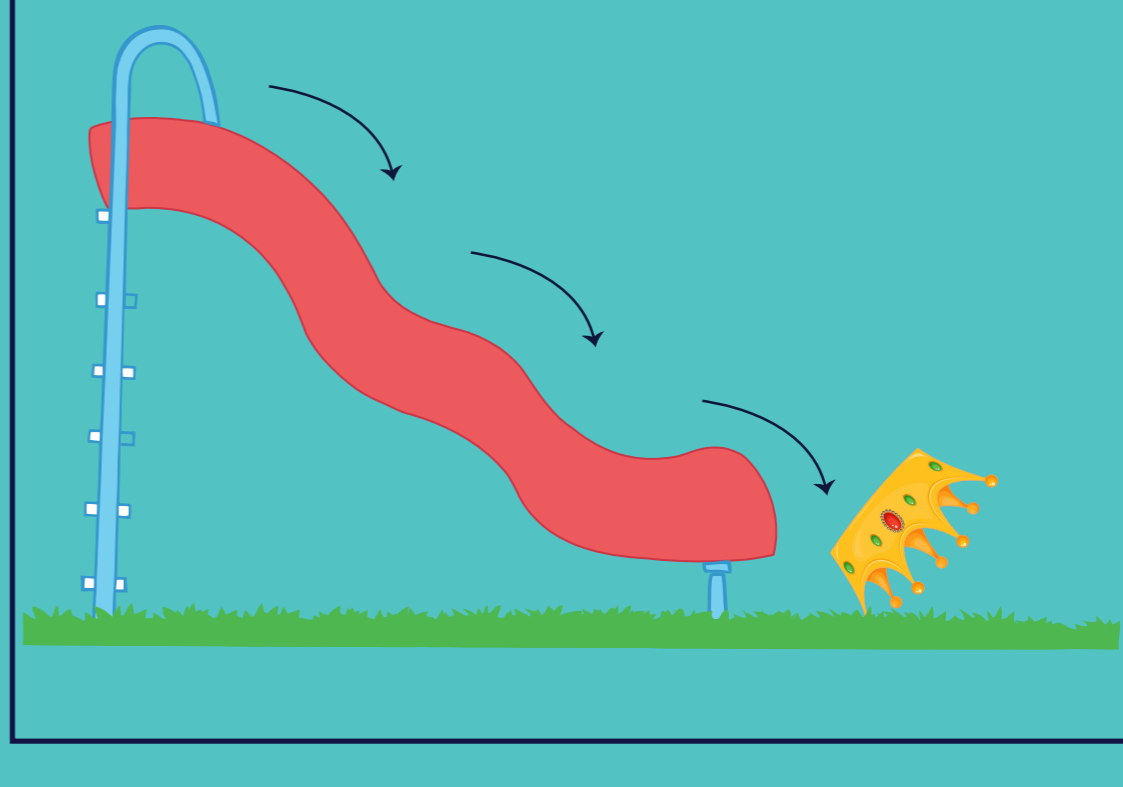
only CSPs provided services



CSPs were the *de facto* providers of ALL communication services

## TODAY

anyone can provide service



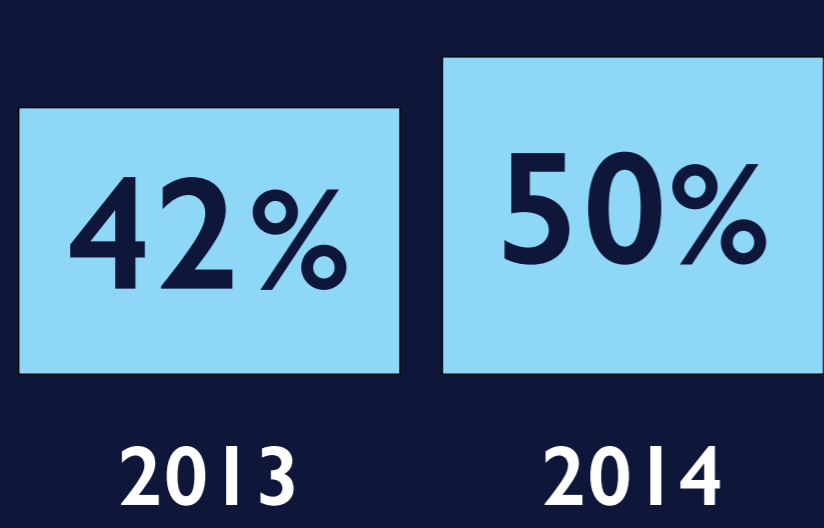
A majority of consumers are connected to a broadband pipe

CSP Broadband growth is declining...

While over-the-top (OTT) usage is on the rise



Users watching video over the Internet

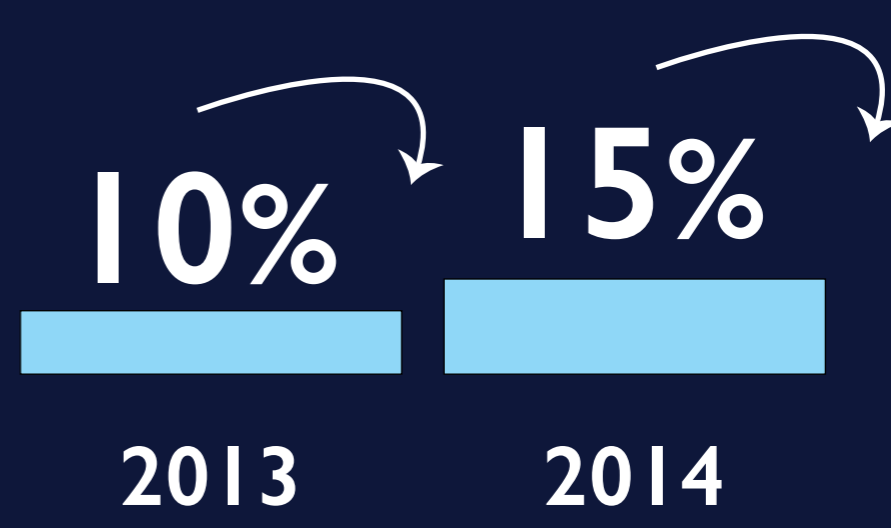


2013

2014



Users ONLY watching video over the Internet:



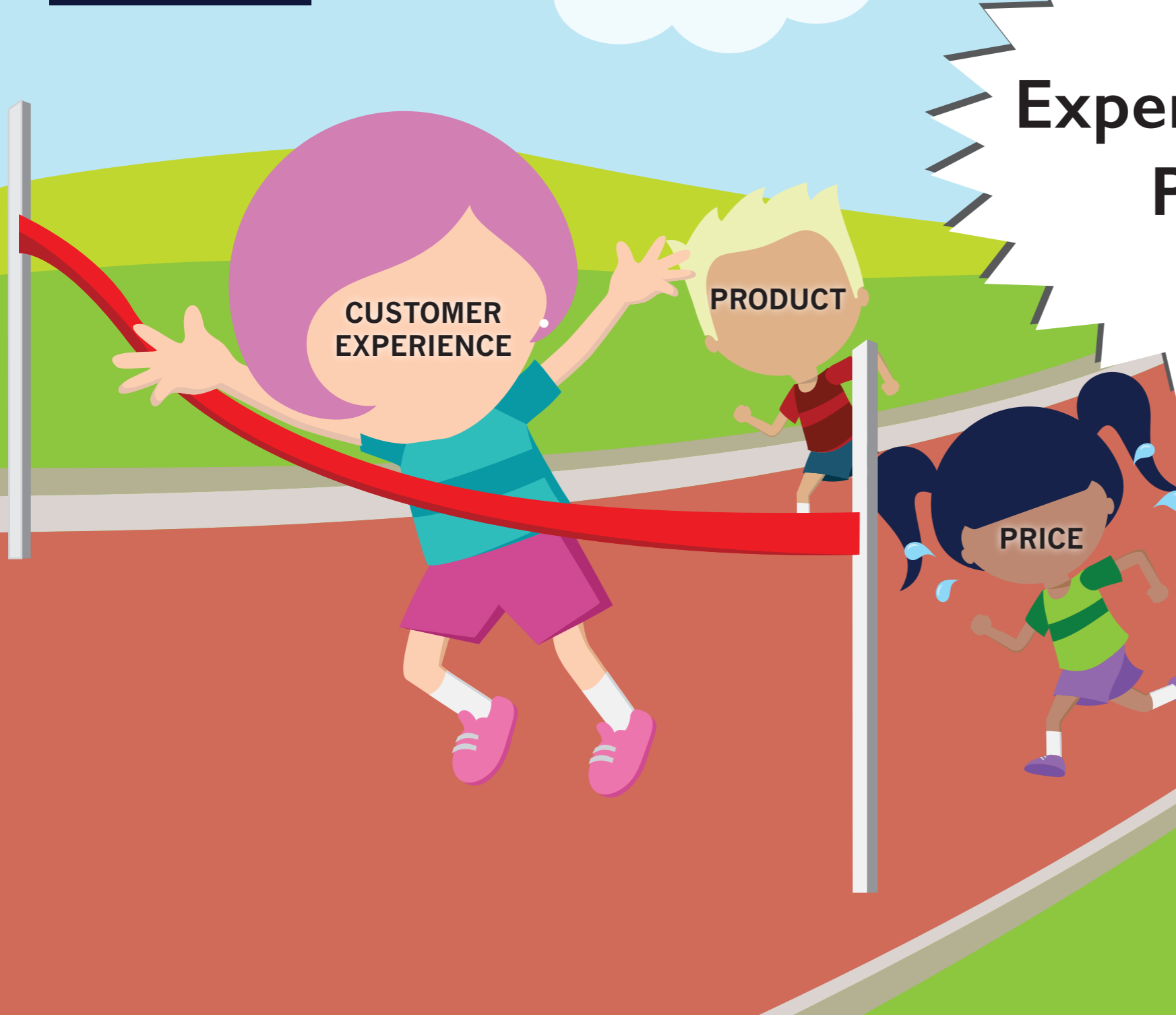
2013

2014

The Competition is Fierce, but...

There is Hope for CSPs

2020



Customer Experience overtakes Product and Price!

By 2020...

Customer experience will outpace products and pricing as the key competitive differentiator

## Data Mining

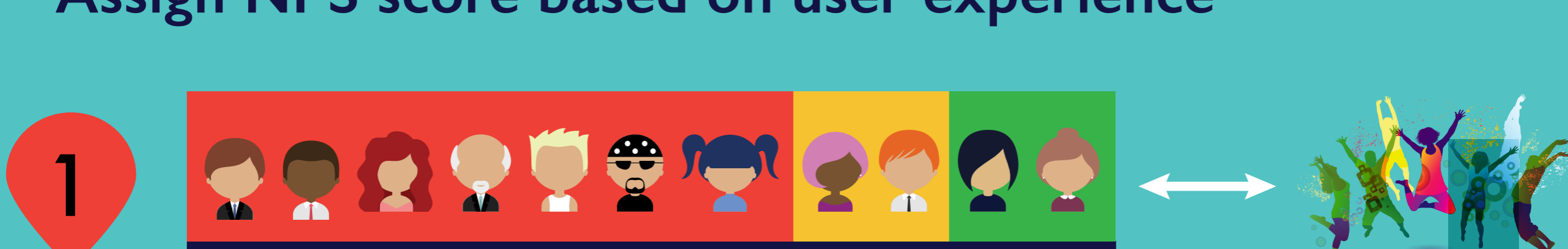


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Combining existing and external data sets, CSPs can create new revenue opportunities and remain relevant

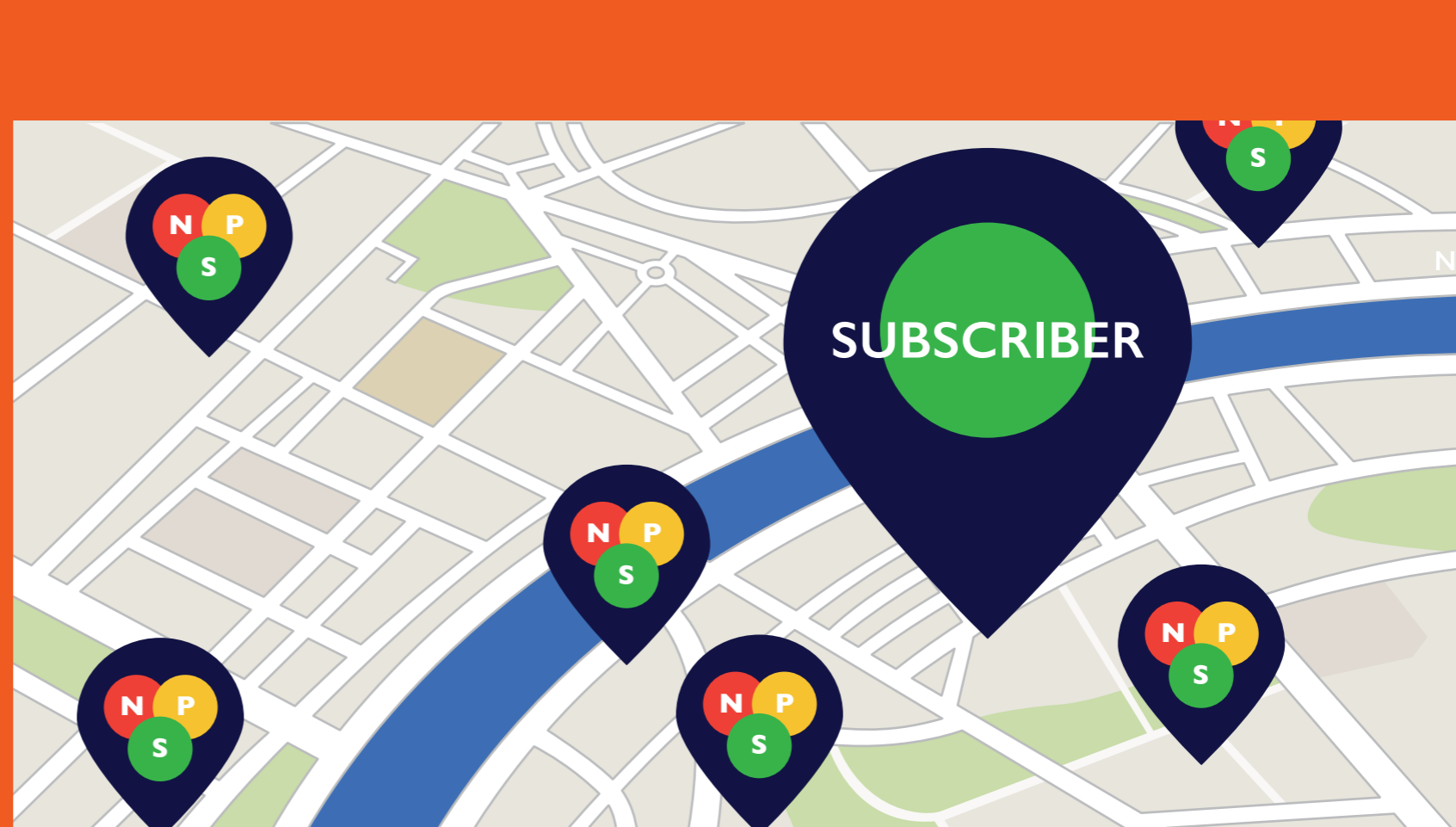
## Correlating Net Promoter Scores

Assign NPS score based on user experience



2

Build data pool by creating "Likely NPS" scores for nearby subscribers



3

Combine all data to create targeted marketing offers



IBM's Behavior-based Customer Insight (BBCI) solution helps CSPs combine NPS and customer data to reduce churn, proactively identify and address service problems, and bring new services to market.

White paper available for download here.



Sources: *Stratecast, North American Residential Wireless Tracker: Fourth Quarter 2014 (CCS 9-6, March 2015) | IBM Institute for Business Value (IBV), 2014 Global Telecom Consumer Survey | Satmetrix; Temkin Ratings; Brand Keys; and ACSI*