

# Telco Connected Index

A snapshot of telecom companies and their current digital transformation status perceived from the customers point of view



## Telco Connected Index Scope (TCI)

Everis is developing the TCI for the sector in an effort to understand consumers better, what they really value and expect from operators in their digital routine. The TCI is a global initiative carried out in Europe and America.



Figure 1. How the TCI is assembled.

## How the TCI was built?

The Index is based around the customer life-cycle dividing it in four main phases: information search, service acquisition and delivery, billing and customer service.

We have analysed different values directly related with emotions and customer experience; what we call Digital Values. Those that the customer perceives and identifies with the company's brand and are noteworthy for the digital transformation.

We have also looked at capabilities as systems, tools, skills, and technology, to achieve digital goals pursued in different channels; which we call Digital Capabilities.

Moreover, the Index considers both evaluation and preference of customers. Evaluation is how customers perceive Digital Capabilities and Digital Values. Preference is what customers select as best options of Digital Capabilities and Digital Values.

## Some preliminary findings

To illustrate, in the case of Spain, customers consider the Digital Capabilities of the operators adjusted to their needs, although they fail in terms of Digital Values. Spanish operators do not cover the level of values of immediacy, simplicity and transparency demanded by the users. And they still have a gap of engagement in values such as empathy, personalization and reciprocity with customers.

Users are saturated with digital capabilities and information which they consider irrelevant while observing a lack of what they really care for and need.

## Telco Company Index Data for Spain.

Results have been obtained through a survey with 1000 customers distributed between the three main telecom operators and the rest of the MVNOs. The survey has been complemented with several focus groups with more than 100 participants, including Everis experts in the Digital and Telecom fields. The focus has been on the assessment of specific digital-management practices which provide companies with real insights into what is working and what is out of order.

The Index is measured on a scale of 1 to 10.

