

A close-up photograph of a person's hands holding a smartphone. The person's face is partially visible in the background, smiling. A white digital network overlay, consisting of interconnected nodes and lines, is superimposed over the phone and the person's hands. A bright yellow trapezoidal shape is positioned in the upper right corner of the image, containing text.

From doing digital to being digital

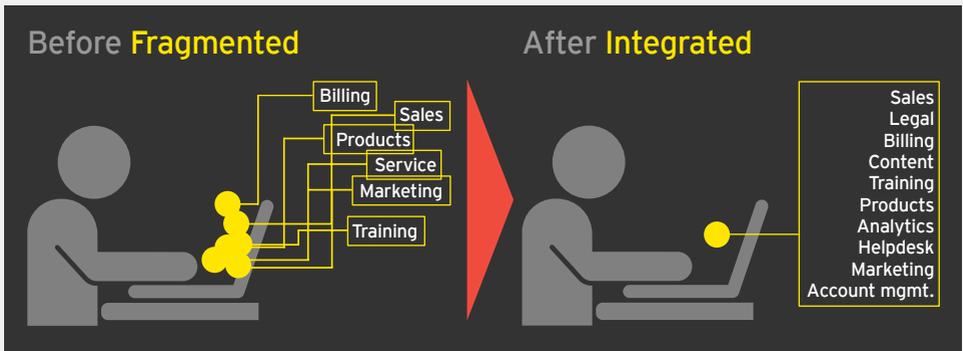
DICE (digitally integrated customer experience)



Improving customer experience is the number one strategic priority for technology, media and telecommunications (TMT) leaders,* but rising expectations, rapidly changing technologies and market disruption make it difficult to achieve.

Our approach helps TMT companies to meet this challenge head on by rethinking, redesigning and then providing new levels of customer experience.

We call it a digitally integrated customer experience (DICE).



* "Digital Transformation for 2020 and Beyond" EY, 2017.

Why now?

We believe four key trends are reshaping the TMT industries and driving the next wave of thinking about customer experience.

From bundle to platform

As customers gravitate to platforms, they expect frictionless access to products, services and support.



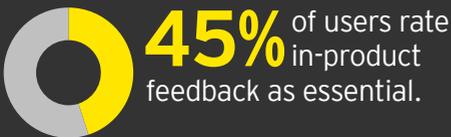
From self-serve to omni-solve

Customer support is no longer a separate channel, it's intuitive and integrated across all touch points.



From conversion to engagement

Customer engagement doesn't stop at the point of sale – it needs to be continuous and interactive.



From persona to person

A data-driven shift from addressing customer segments to understanding personal preferences and interacting accordingly.



Carrying out separate digital projects in pockets across an organization will not be enough to address these challenges. Instead, an integrated approach is needed.

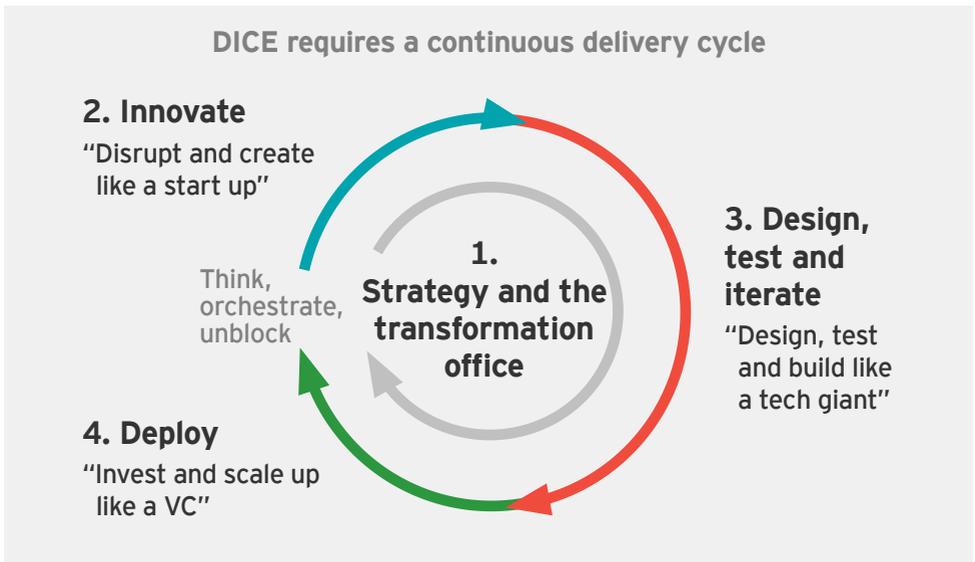
Source: EY Analysis: "Navigating the Bundle Jungle," EY; "Decoding the Digital Home," EY; EMarketer.

What is DICE?

DICE harnesses different disciplines – from user research and business model design to analytics, rapid prototyping and technology architecture – to deliver an integrated approach. It helps you to respond rapidly and consistently to customer needs across all touch points. In short, it takes TMT companies from

“doing digital” to “being digital,” helping you to deliver continuous, compelling experiences for customers.

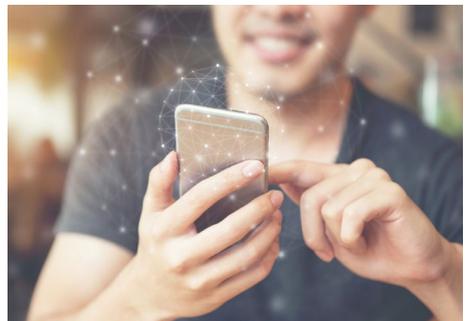
EY has the people and capabilities to support you throughout the process: from shaping the vision to building the technology.



What are the benefits?

TMT organizations are using DICE to unlock a number of competitive advantages:

- ▶ Increase speed to market
- ▶ Reduce cost per acquisition
- ▶ Increase ARPU
- ▶ Reduce churn
- ▶ Find operational efficiencies





How dice has helped our TMT clients

These are just three examples of DICE in the TMT sector:

1 Nine months after helping a global publishing and events company transform its customer experience, digital sales rose by a substantial amount, time spent on websites was up 40%, there were 20% more users via social channels and organic search revenue started to overtake display advertising.

2 We helped a leading media company to redesign customer experience for its new streaming service by driving engagement, increasing responsiveness and enhancing customer relationships in what became the fastest growing part of their business.

3 A global broadband provider with many subsidiary companies and legacy systems wanted to create a more unified approach to customer experience. By helping to strengthen their internal research, technology and CX design capabilities, we were able to support a successful, integrated approach that boosted NPS.

Why EY?

Our digital customer experience teams and specialists from across EY draw on our knowledge of designing and delivering highly successful customer engagement programs. The value of our work in the TMT sector area has been recognized at the MCA Awards for two years running: we were highly commended in 2016 and the winners in 2017 in the Customer Engagement category.

Where to begin?

Just get in touch – we would be delighted to discuss how DICE can help your business.

We can also offer you a workshop at our immersive digital innovation space.

And beyond that, DICE is a carefully structured journey that can be adapted to your individual needs.

The destination is a transformation in customer experience that will not only provide immediate benefits but will give you the flexibility to adapt and innovate into the future.

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About EY

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