

Telcos' responses to the pandemic

Experian's Telco research conducted exclusively by Forrester Consulting

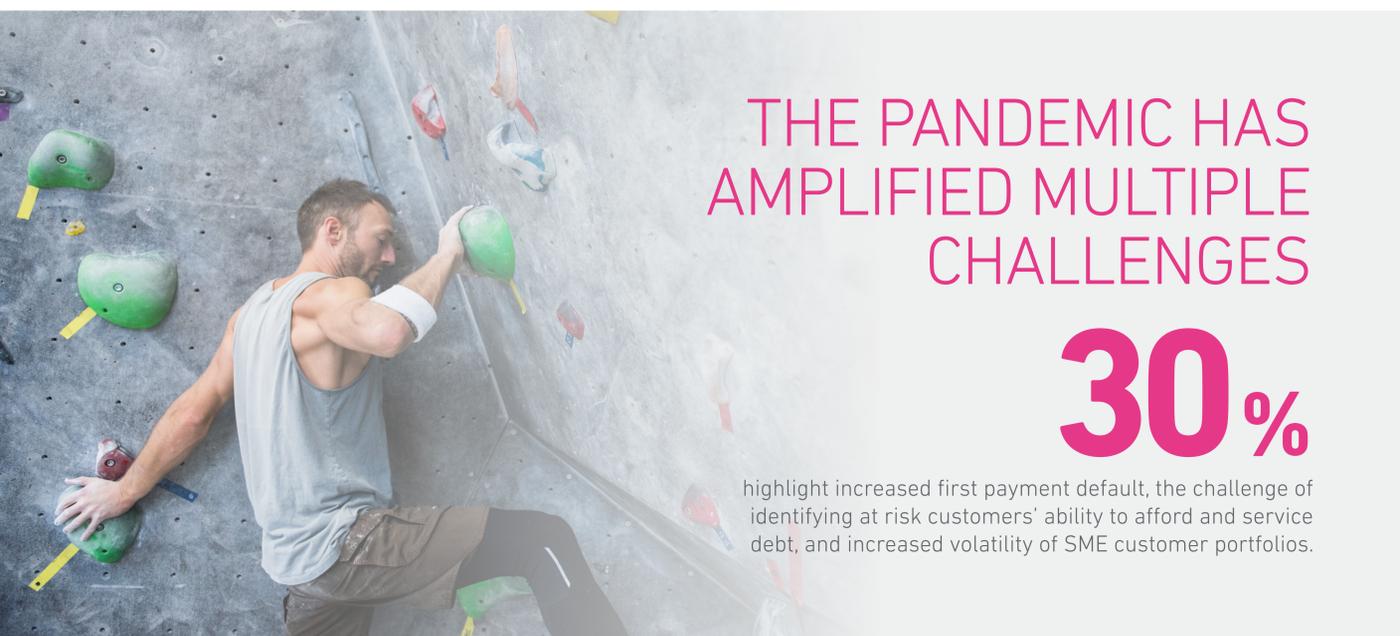


5 KEY LEARNINGS FROM ACROSS ALL EMEA RESPONDENTS

POSITIVE METRICS REGARDING REVENUE BUT LESS SO REGARDING COSTS

>50%

Over 50% report increased applications from new and existing customers and increased levels of ARPU. But a similar number also report increased operational and acquisition costs, churn and bad debt.



THE PANDEMIC HAS AMPLIFIED MULTIPLE CHALLENGES

30%

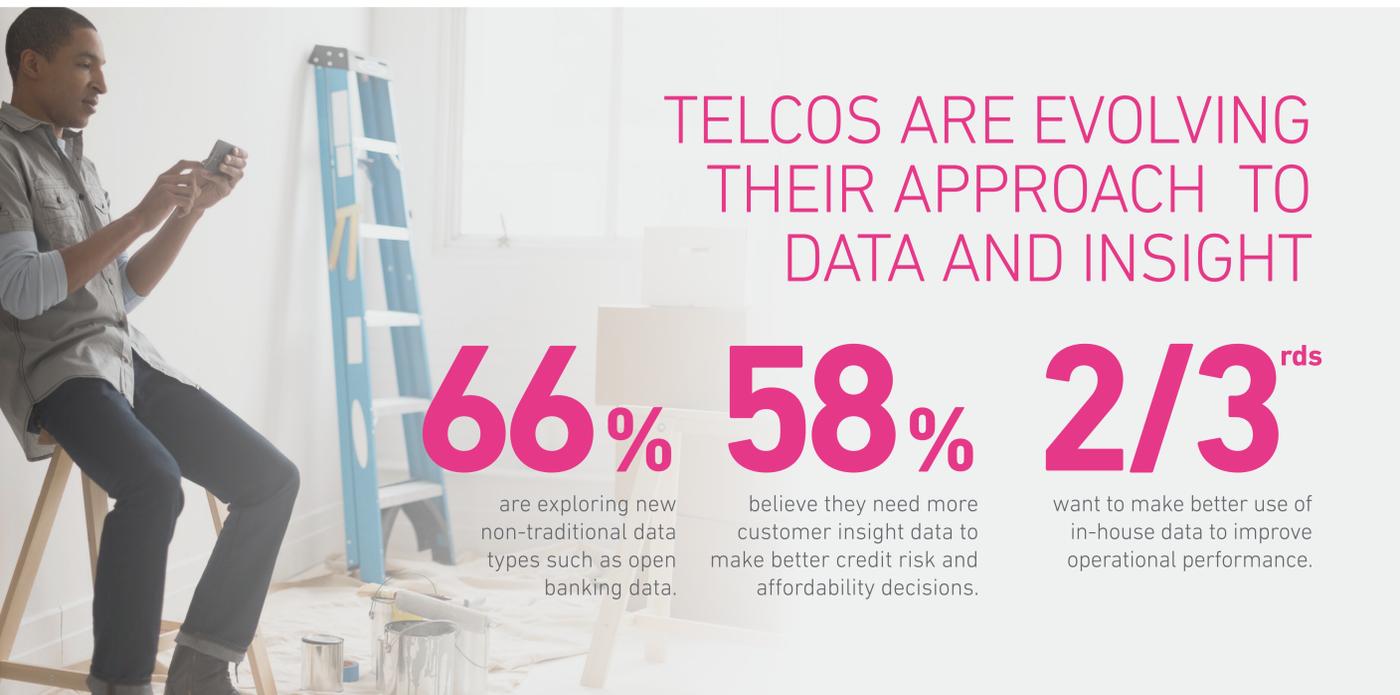
highlight increased first payment default, the challenge of identifying at risk customers' ability to afford and service debt, and increased volatility of SME customer portfolios.

TELCOS HAVE STRONGLY FOCUSED BUSINESS PRIORITIES

66% 52%

are focussing on revenue growth, digital transformation and increasing fraud protection.

are prioritising accelerating the time to decision within customer onboarding processes.



TELCOS ARE EVOLVING THEIR APPROACH TO DATA AND INSIGHT

66% 58% 2/3^{rds}

are exploring new non-traditional data types such as open banking data.

believe they need more customer insight data to make better credit risk and affordability decisions.

want to make better use of in-house data to improve operational performance.

...BUT MACHINE LEARNING IS NOT YET BEING FULLY OPTIMISED

1 in 4 1 in 3

are making no use or limited use of machine learning for fraud prevention, data management, acquisition targeting and collections.

believe model deployment processes and explainability are preventing wider machine learning adoption.

Download the summary report with more insights on the opportunities and challenges of Telco's businesses.

DOWNLOAD NOW

Visit the [Experian Academy](#) website for more topics and content.



Base: 267 senior decision-makers in telecommunications firms across Denmark, Germany, Italy, South Africa, Spain, Netherlands and Turkey. Source: a commissioned study conducted by Forrester Consulting exclusively on behalf of Experian, August 2021.