

GCF 5G MENA 2020

5g brings exciting opportunities but also challenges to deliver memorable customers experience for Telcos.

DR EMMANUEL MANYONGANISE

Agenda

1	Introduction
2	Opportunities to improve Customer Experience
3	Challenges for Telcos
4	Summary

Opportunities To Deliver Memorable Experience



Network Experience

- Uninterrupted gaming
- High definition live streaming
- Ultra definition video calling
- Fixed Wireless Access



Buying & Onboarding

- Enhanced shopping via AR
- Live onboarding video call
- Installation video guides



Service Experience

- Live video demo
- Home troubleshooting
- After call video guide
- Co-browsing

Reduce Average Handling Time, Improve First Contact Resolution, Reduce number of fields visits & returns

