

Hot Topic: Anticipate & Optimize the Complete Customer Experience

Discussion Leader: Ben Geller, Sr. Director Marketing, Customer Experience Solutions, Alcatel-Lucent

Abstract:

Today, there are more brands competing for position at the heart of the connected experience. In addition, the traditional differentiators of network speed, depth of product/service portfolio and price are no longer enough to attract (and retain) customers.

As customers continue to get connected using many devices, their connected experience is becoming complex and overwhelming. At the same time, customer expectations (for more support and simplicity) are rising.

Service providers need data-driven insight in order to make the strategic decisions required to transform the customer experience in a way that fosters brand loyalty and establishes superior relationships with customers. To win the dedication of customers, service providers also need to extend the customer relationship by leveraging the network assets and data at their disposal to ensure that customer expectations are exceeded and the value of the network is maximized.

During this call, we would like to:

- share some recent trends in the area of CEM
- reveal why Alcatel-Lucent thinks that customer experience has “suddenly” become an important issue for CSPs around the world
- discuss the importance of customer experience and loyalty as opportunities for service providers to differentiate

Discussion Leader Biography:



Ben Geller has been involved in the communications industry for more than 15 years. At Alcatel-Lucent, he is responsible for defining and executing the company’s marketing strategy for their portfolio of fixed and mobile customer experience management solutions. Prior to Alcatel-Lucent, he was a managing consultant at PriceWaterhouseCoopers in their customer relationship management practice within the firm’s Information, Communications and Entertainment discipline. Mr. Geller earned a bachelor’s degree in management information systems from the University of Houston.

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