

CUSTOMER EXPERIENCE MANAGEMENT IN THE CANADIAN TELECOMMUNICATIONS INDUSTRY



2018 Edition

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About This Report

NBI/Michael Sone Associates' **Customer Experience Management in the Canadian Telecommunications Industry, 2018 Edition**, is our initial dedicated examination of this important and growing area.

This report raises, elaborates on and analyses the key factors influencing customer experience in the Canadian ICT market with particular attention paid to telecom service providers. Several notable customer experience features that have been introduced by specific providers are highlighted throughout the report. Ultimately, the nexus of technological advancement and increased consumer expectation is the primary theme that presents itself throughout the report. The intention of this report is to underscore the growing importance of customer experience within the overall competitive dynamic of the Canadian ICT industry. This report highlights the main facets of customer service competition and both the direct and indirect challenges that providers face in maintaining high-quality customer experience.

Because this represents our initial look at this topic, the information provided does not necessarily represent an exhaustive analysis of all factors influencing service provider customer experience management. As customer experience continues to become a space of increased focus for telcos and providers, future editions should be expected to provide more depth.