

The B2B pulse

Top six expectations of telecom's business customers

The six expectations of business customers



cybersecurity is a key priority, among the various facets of telecom services



Enhanced CX

Only 27% of organizations say their telecom providers currently deliver exceptional CX, while half are ready to pay a premium to improve it

Source: Capgemini Research Institute, Telco business customers survey, December 2024–January 2025, N = 1000 organizations.

How the telecom sector can seize the B2B opportunity







Keep customer experience at the heart of every action

Source: Capgemini Research Institute analysis.



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