

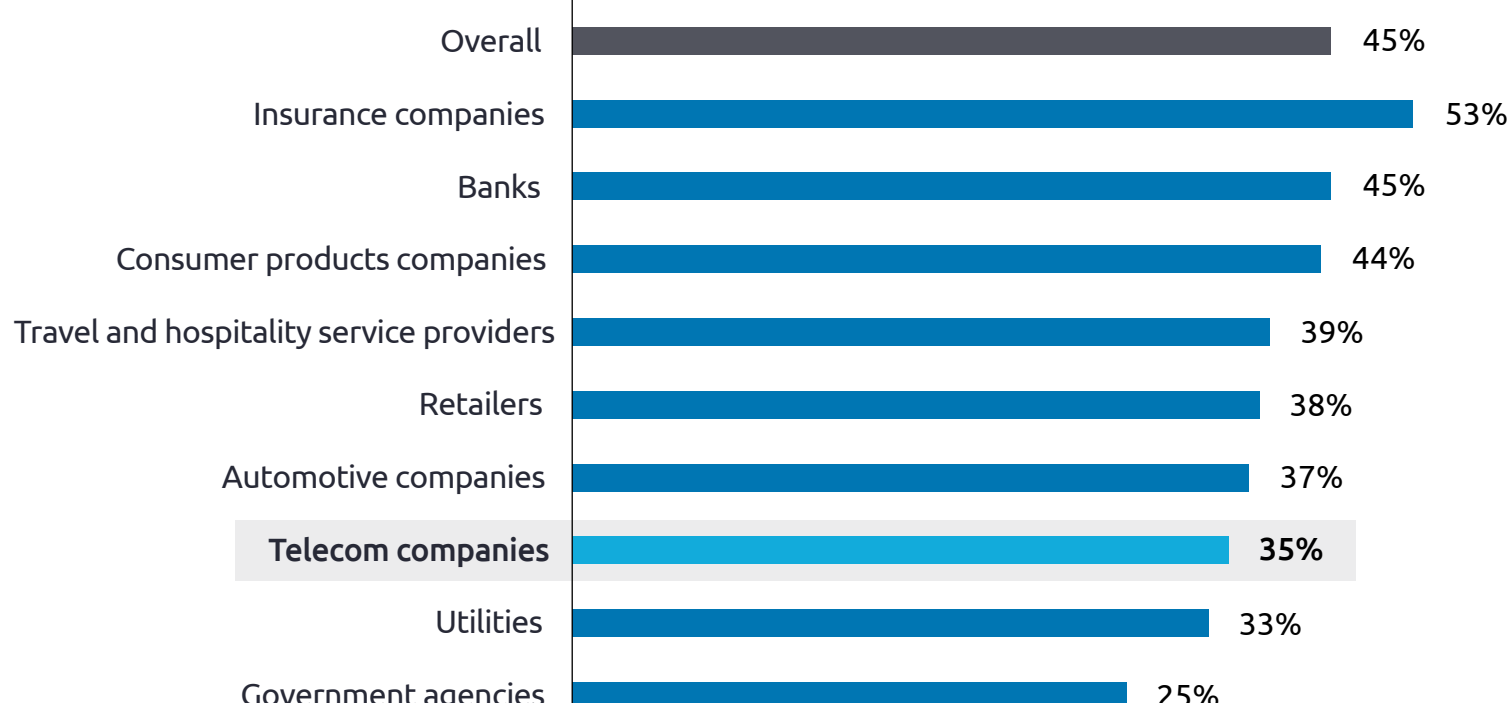
Unlocking a new era in telecom customer service

Harnessing the transformative impact of Gen AI and agentic AI

1. Need for change is urgent

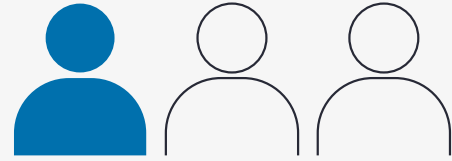
Across sectors customer satisfaction is low with **35%** of consumers say they are “satisfied” or “very satisfied” with the customer service provided by telecom companies

Percentage of consumers who say they are “satisfied” or “very satisfied” with customer service provided by product or service provider



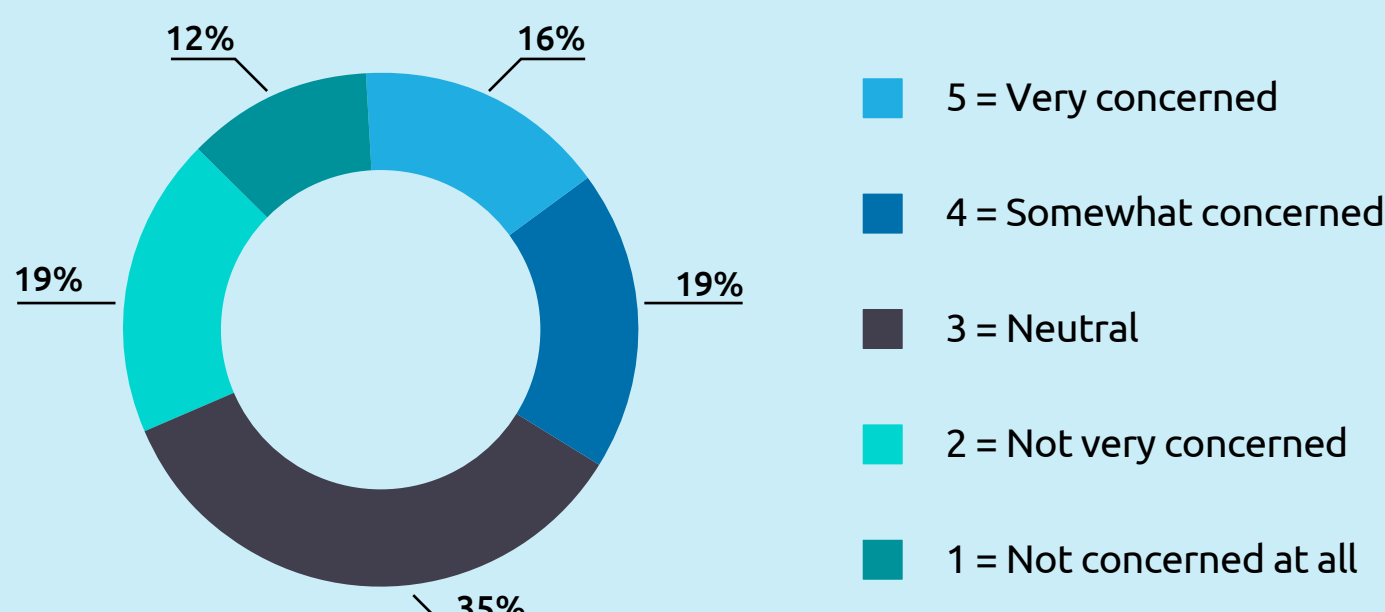
Source: Capgemini Research Institute, Customer Service Transformation Survey, November–December 2024, N = 9,500 consumers.

2. Data privacy and security drive trust



One in three consumers is concerned about data privacy and cyber security

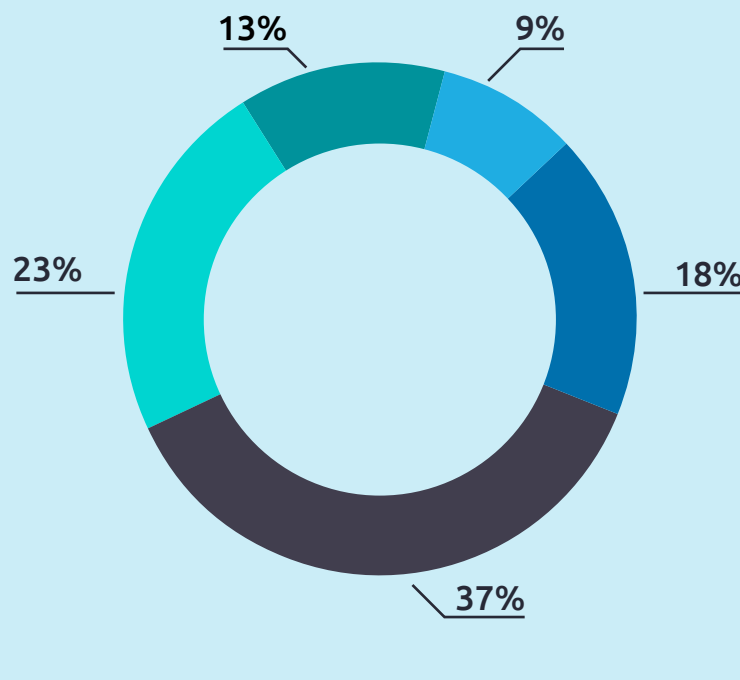
Percentage of consumers who say they are “somewhat concerned” or “very concerned” about data privacy and cyber security



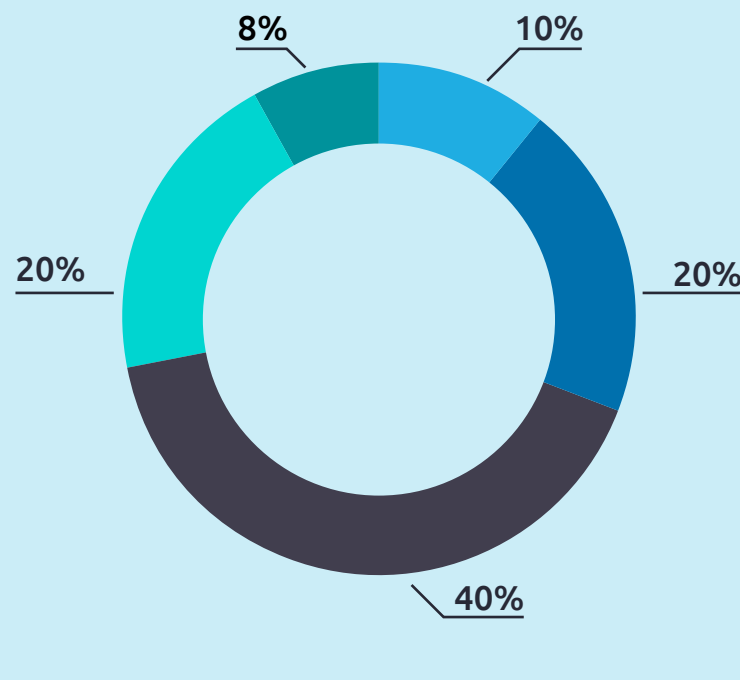
Source: Capgemini Research Institute, Customer Service Transformation Survey, November–December 2024, N = 9,500 consumers.

60% say their mobile and broadband provider are not doing enough to keep their data safe or protect them from a cyber-attack

Percentage of consumers who say their mobile and broadband provider are not doing enough to keep their data safe



Percentage of consumers who say that their mobile and broadband provider are not doing enough to secure them from a cyber attack

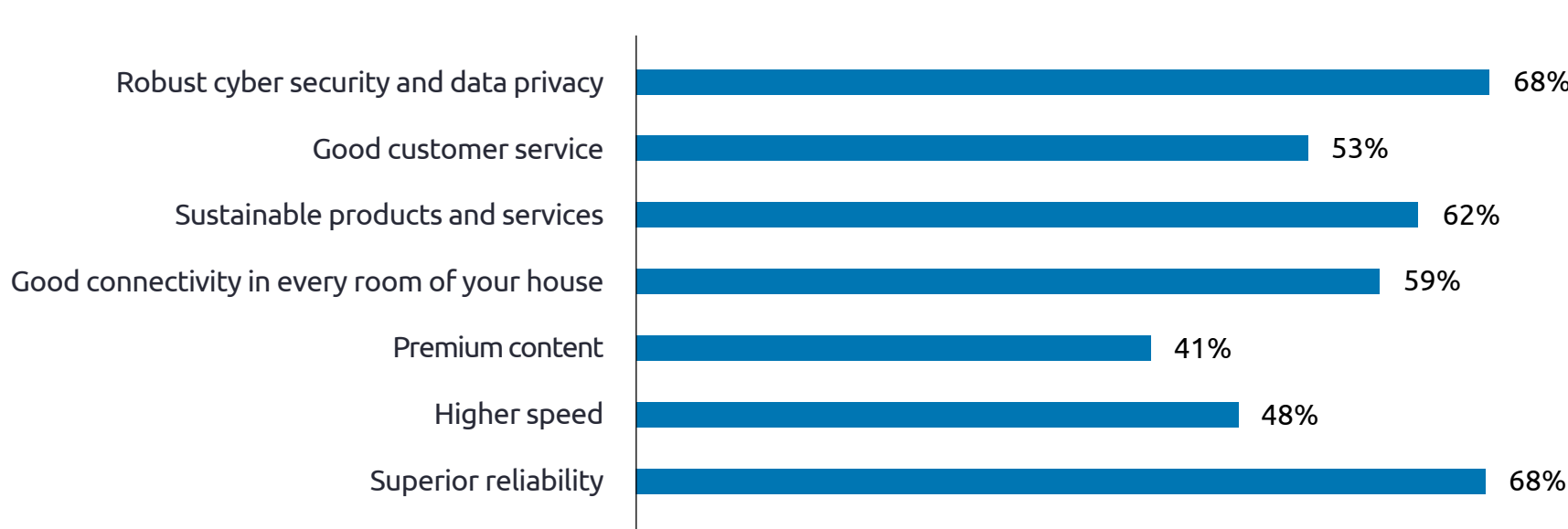


Source: Capgemini Research Institute, Customer Service Transformation Survey, November–December 2024, N = 9,500 consumers.

3. Market ripe for premium services such as sustainability

68% of consumers are willing to pay a premium for improved cybersecurity and data privacy and **62%** for sustainable products & services

Percentage of consumers willing to pay premium for value-added products and services

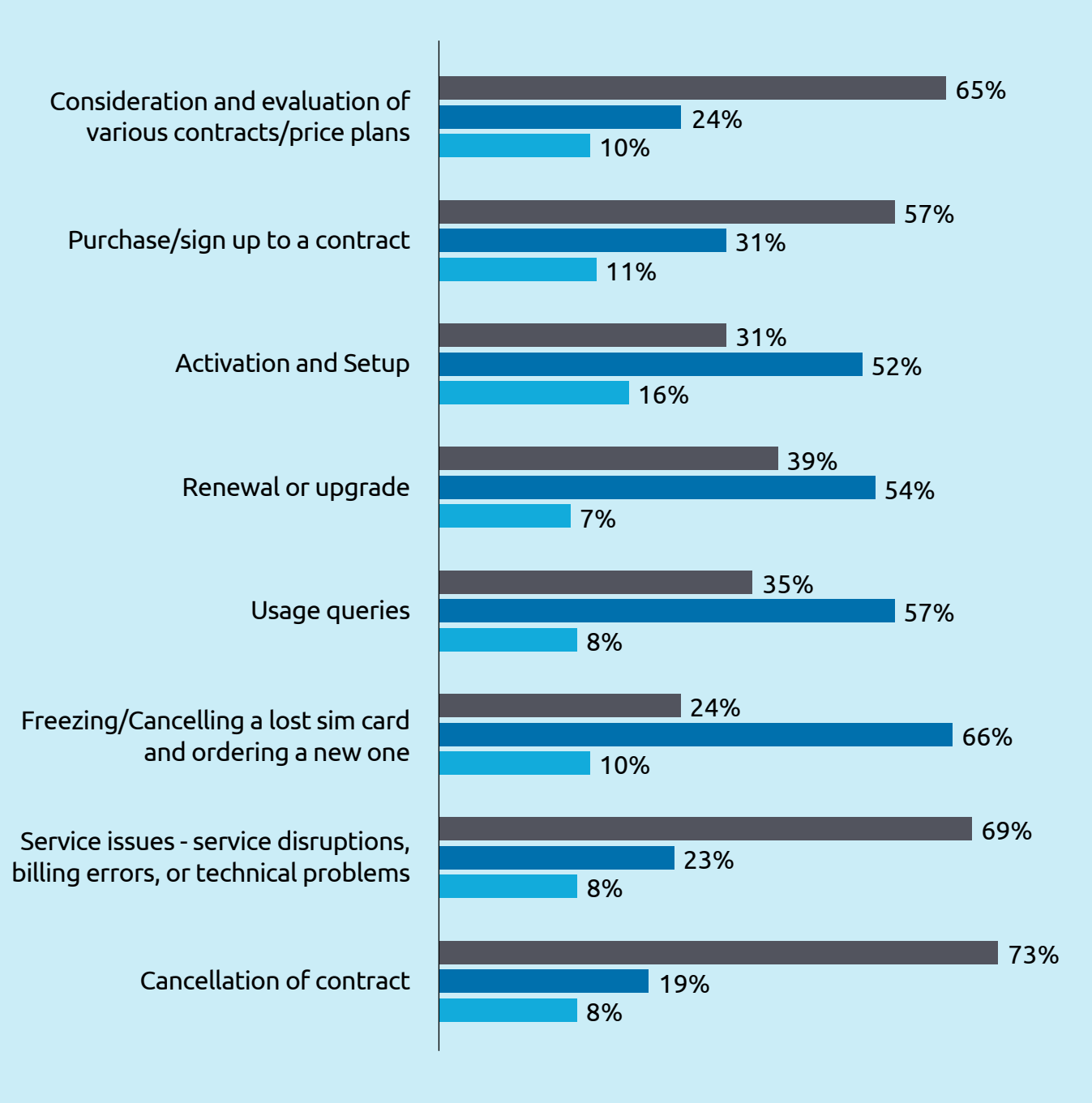


Source: Capgemini Research Institute, Customer Service Transformation Survey, November–December 2024, N = 9,500 consumers.

4. Customers expect a hybrid model of AI and human for service

Consumers prefer automated solutions, for tasks such as activation, upgrades, usage inquiries, and lost SIM card replacements. However, human agents remain key for empathy and complex problem-solving

Percentage of consumers who prefer to talk to human agent versus self-service (including chatbots)

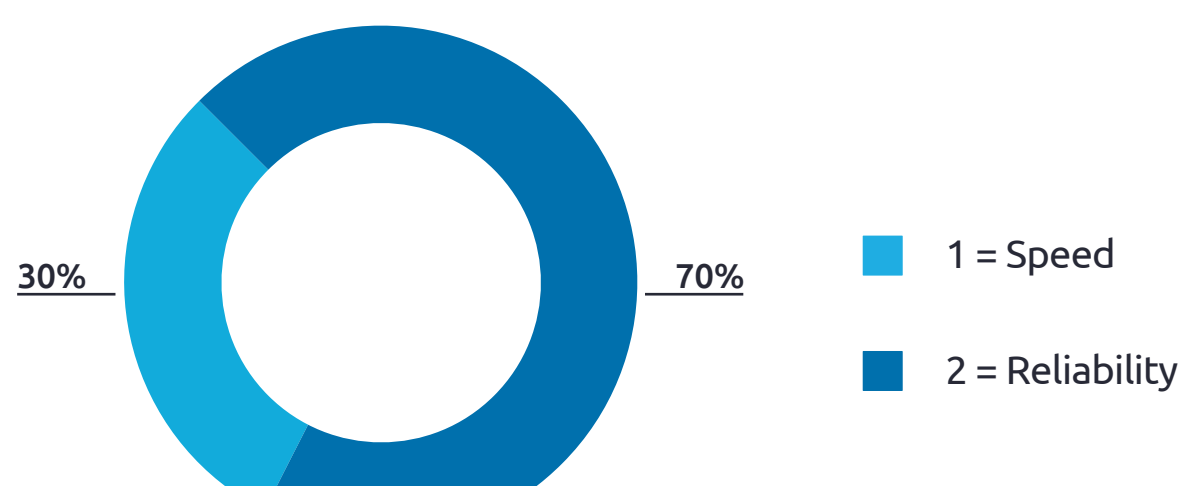


Source: Capgemini Research Institute, Customer Service Transformation Survey, November–December 2024, N = 9,500 consumers.

5. Reliability matters more than speed

70% of consumers prioritize reliability over speed. As digital dependency grows, resilient and stable connectivity is more important than ever.

Percentage of consumers who prefer reliability over speed



Source: Capgemini Research Institute, Customer Service Transformation Survey, November–December 2024, N = 9,500 consumers.

Customer service

For our research, we defined customer service as assistance and support provided by an organization to its customers before, during, and after purchasing and using its products or services. It includes all interactions that a customer has with the organization across all touchpoints, from initial awareness to post-purchase care.

About this infographic

This infographic is a telco-specific add-on, complementing the main cross-sector customer service transformation survey conducted by the Capgemini Research Institute.

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