

From connectivity to customer experience: What can mobility learn from telecom?

Some reflections based on 15+ years of business development in
deploying mobile communication for mobility services.

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Two angels of telco experiences for Mobility

1. Learnings from how telco market developed customer experience.

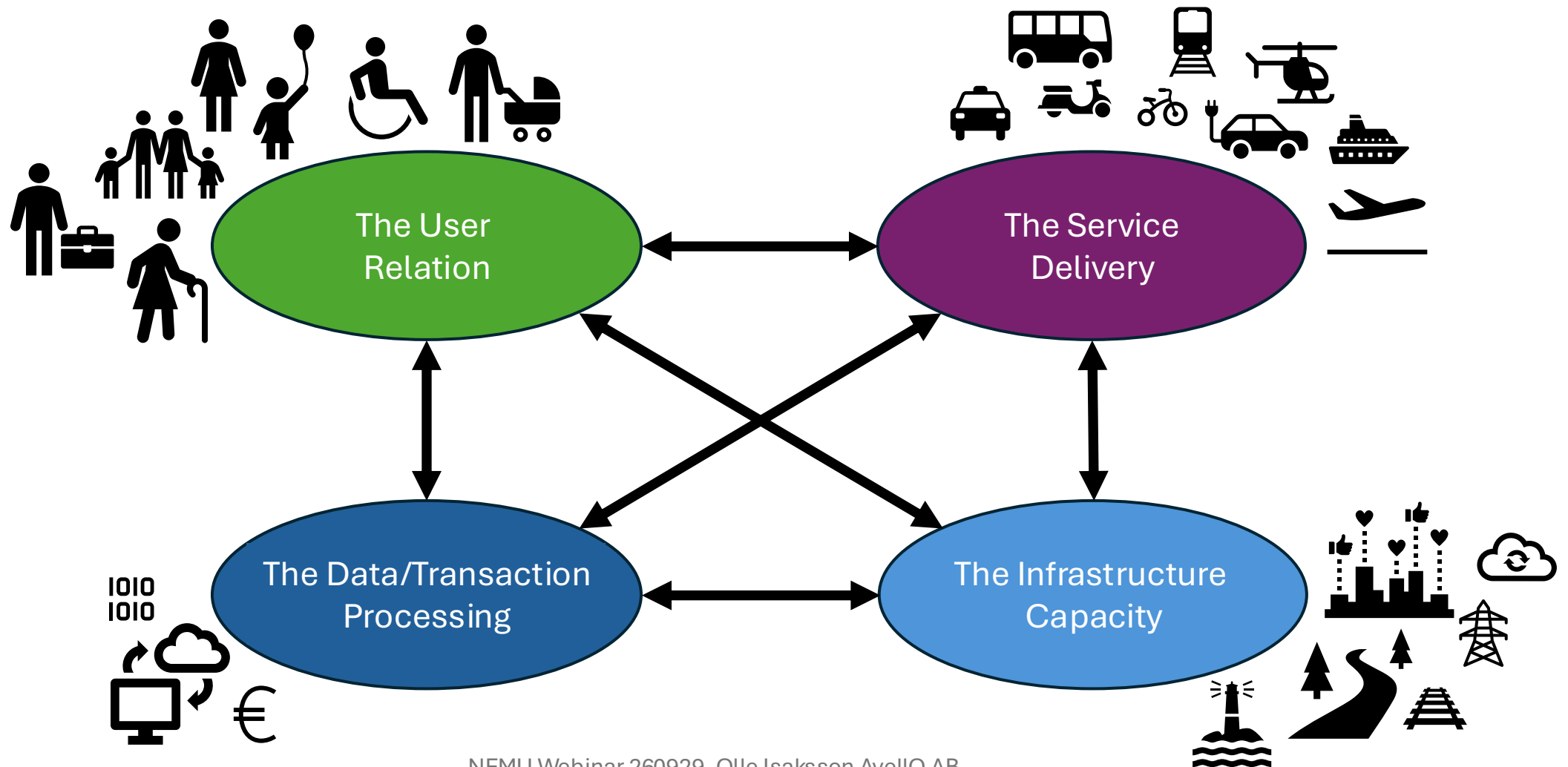
=> Food for thought...

2. Insights on how to leverage telco market in ecosystems for scaling new mobility services.

=> Thoughts for action...

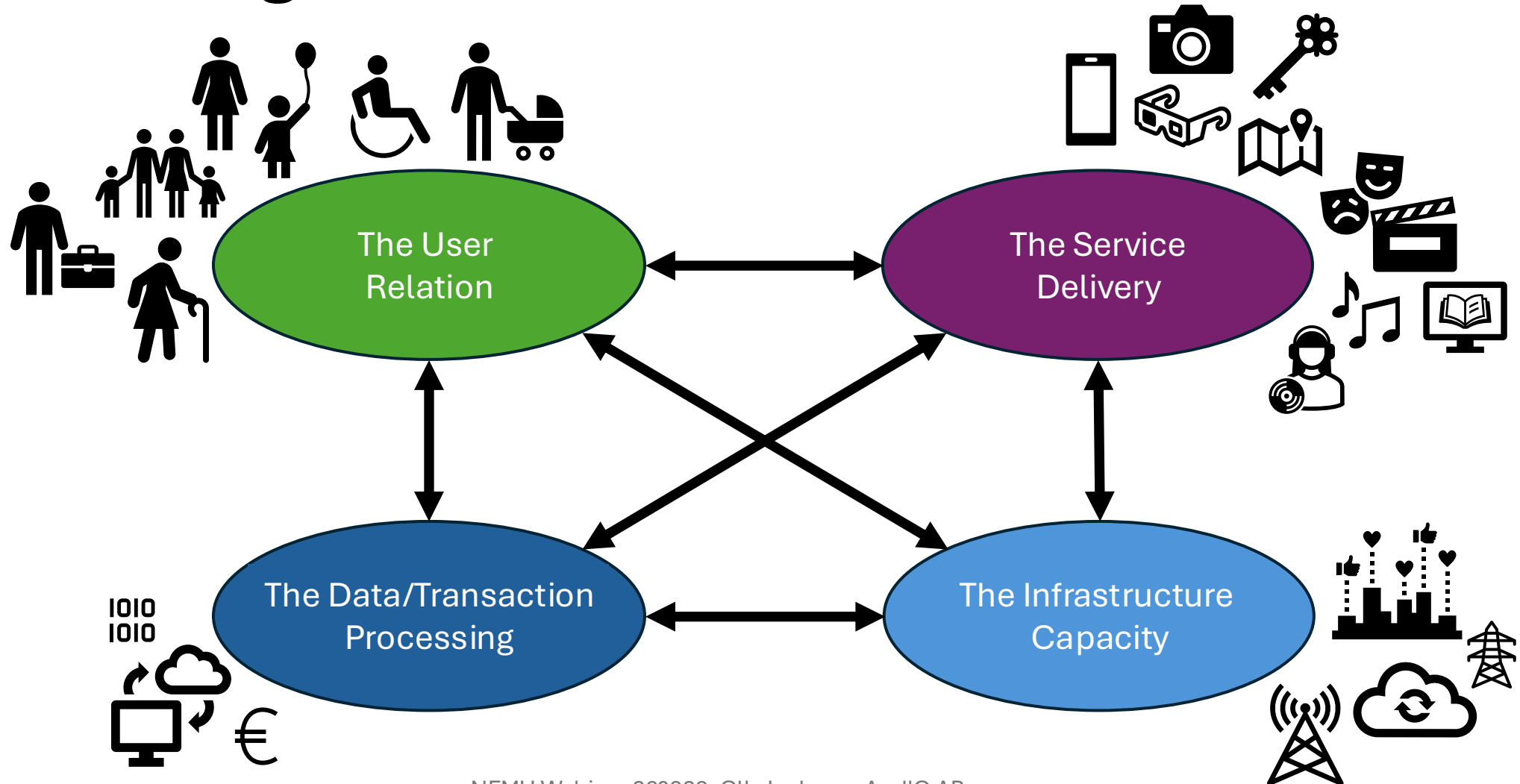
Mobility Services: It's all about ecosystems

Who “brings” what to the table?



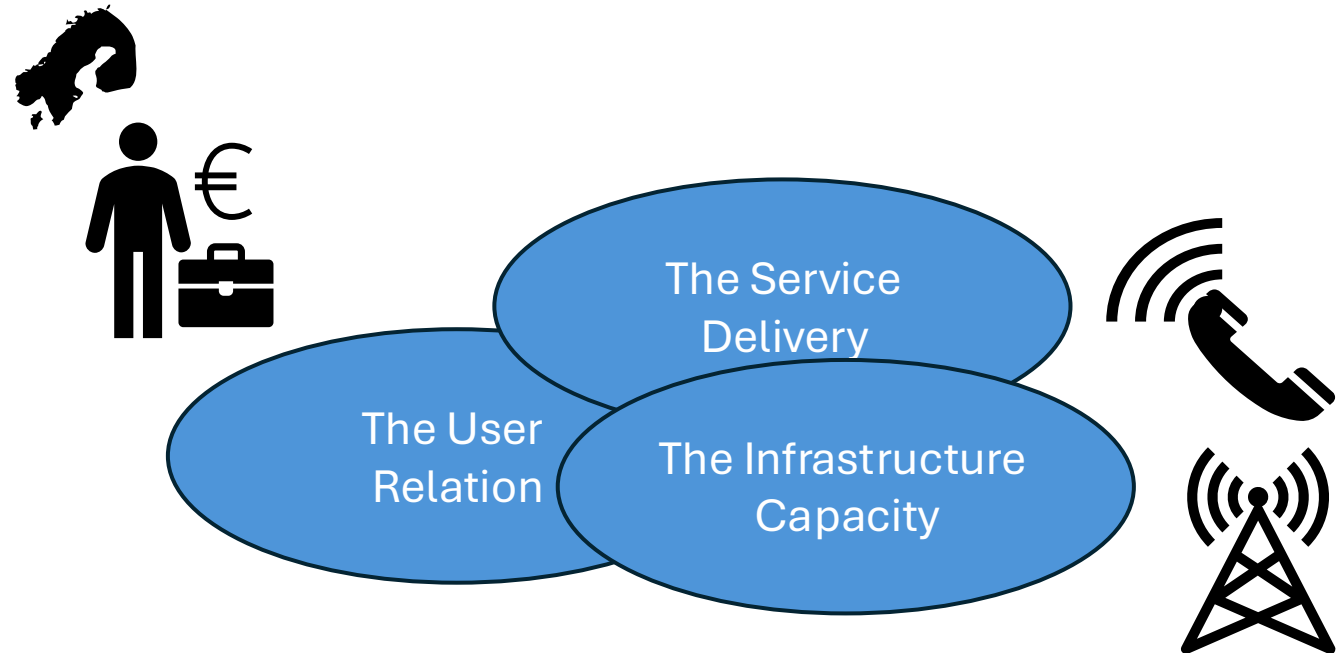
Digital Services: It's all about ecosystems

Who “brings” what to the table?



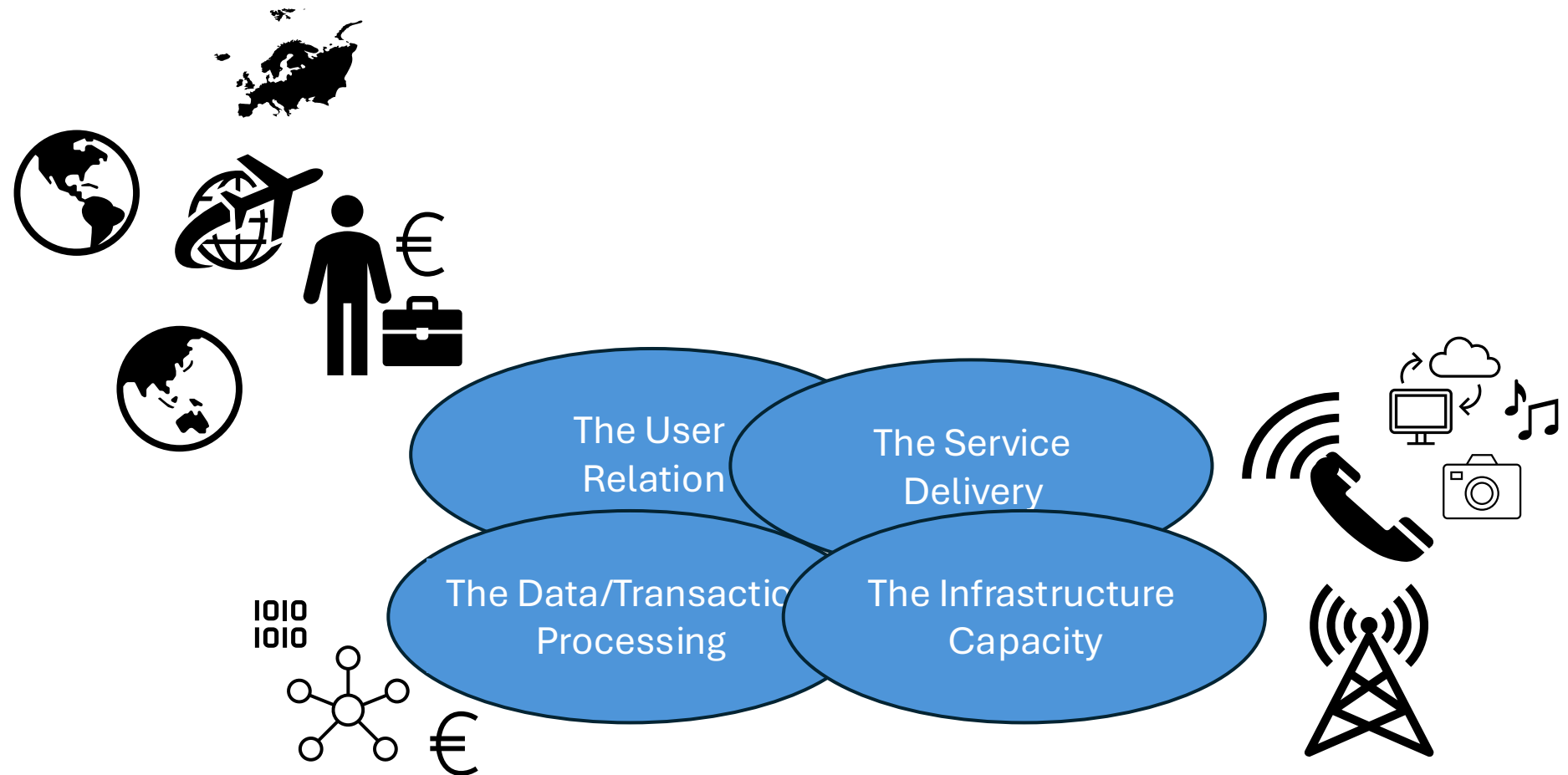
1. Mobile communication in the early days

”All-in-one single-service” from regulated Gov’t owned actor



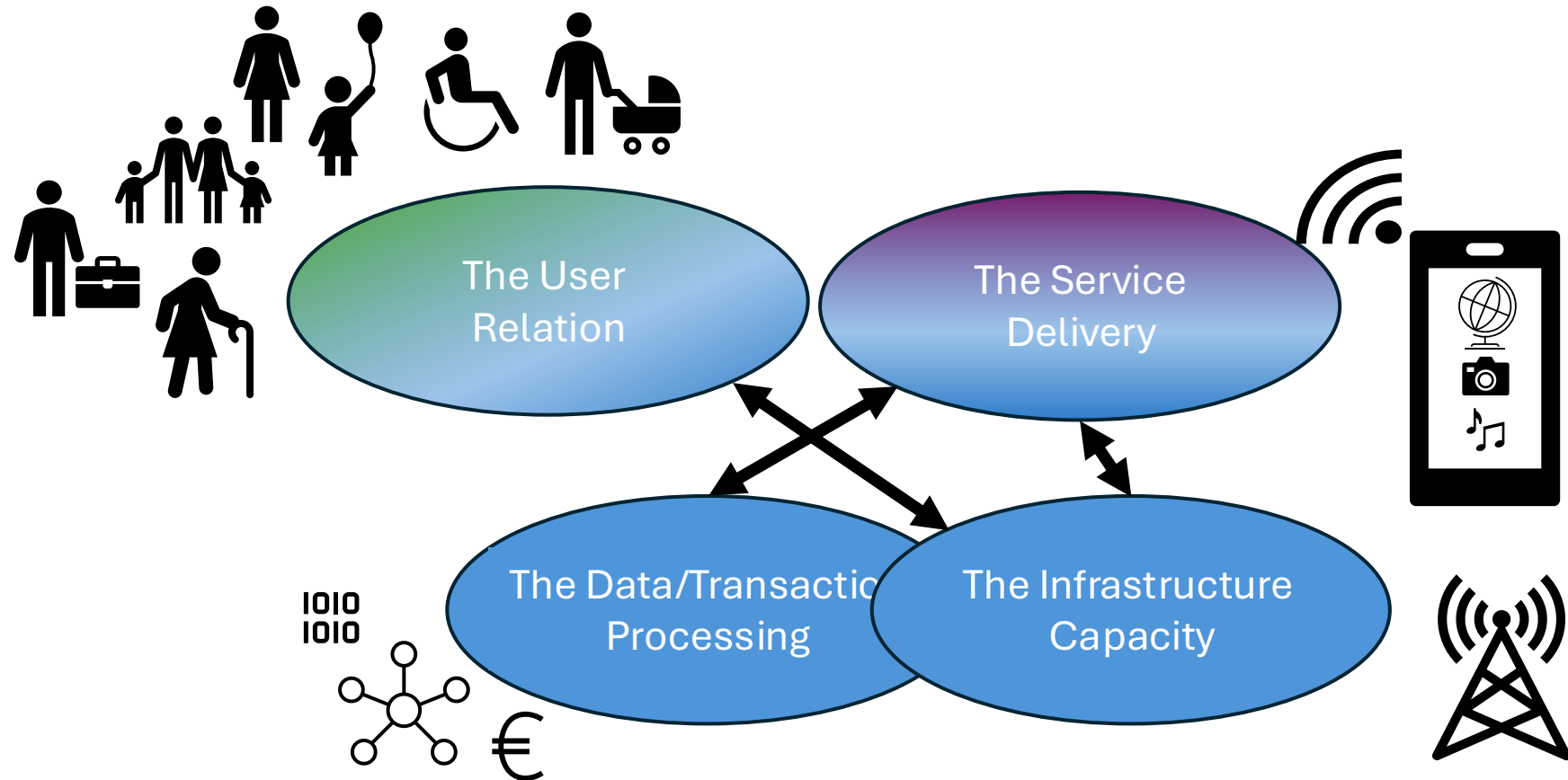
2. Mobile communication scaling

”All-in-one” multi-service with “global” reach



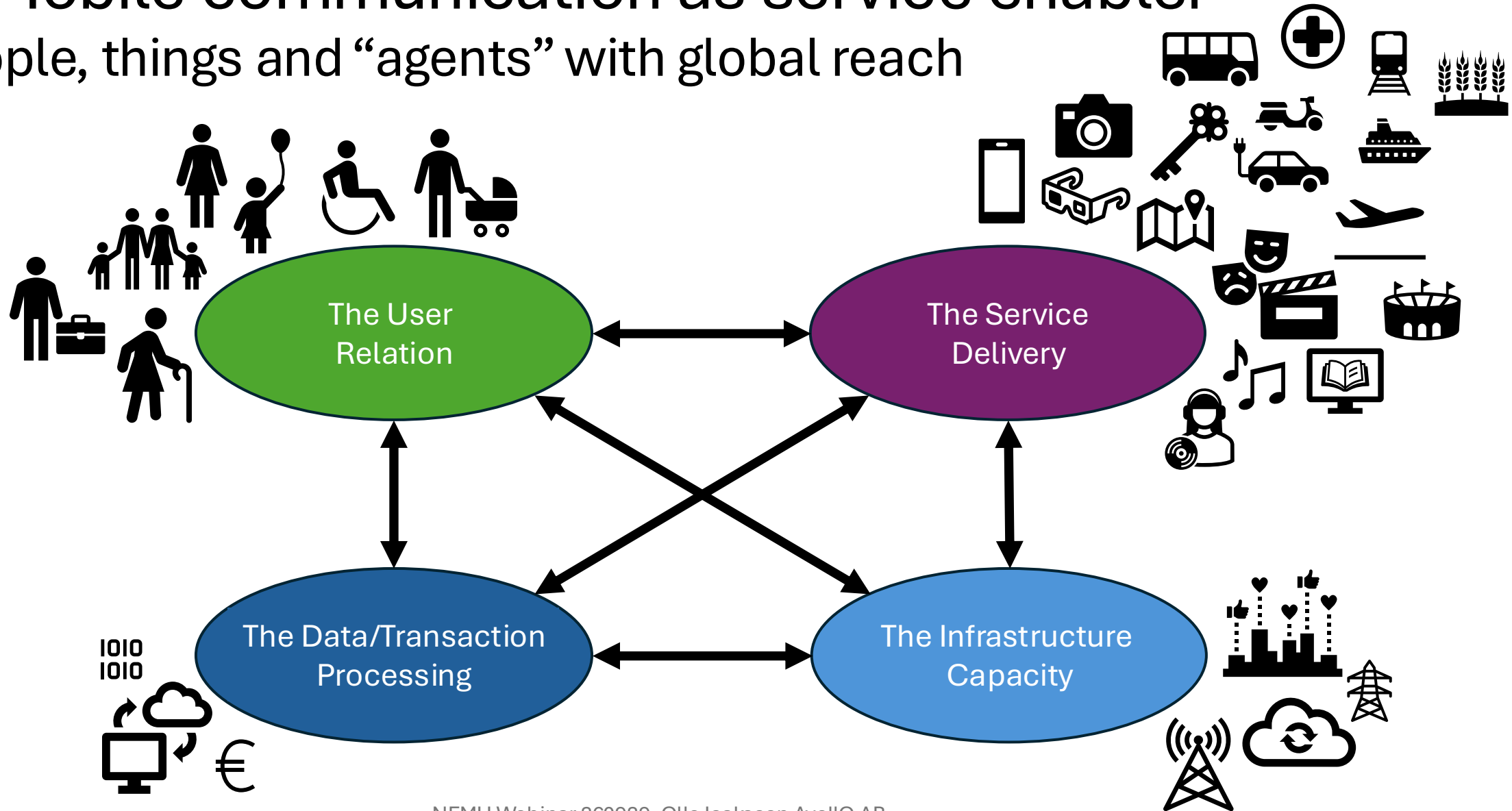
3. Mobile communication as service enabler

”All-in-one” multi-service with “global” reach



4. Mobile communication as service enabler

People, things and “agents” with global reach

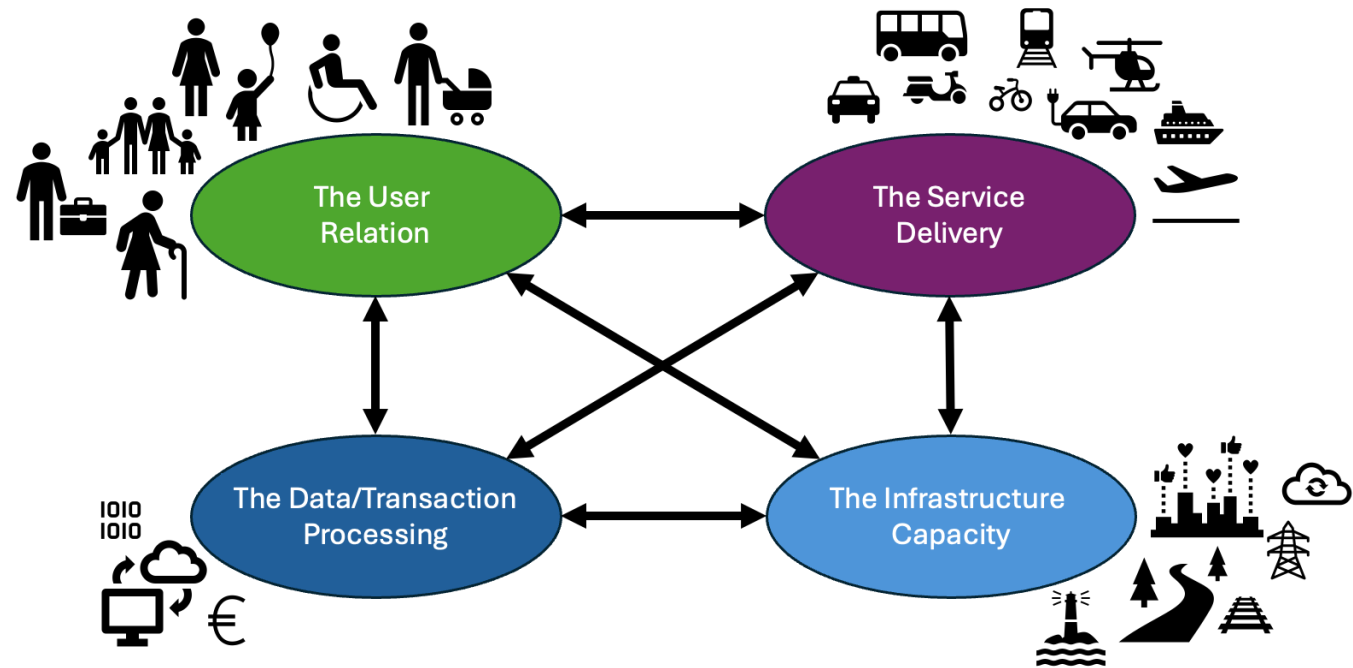


Key factors for how telecom built cross-border user experience...

1. A disruptive “new-kid-on-the-block” service, delivered from established Network Operators
2. Tightly integrated single-service solution
 - Voice/Telephony + “Freedom of mobility”
 - Service + Device + Infrastructure = Customer Experience
 - Standardization with commercial incentives and long-term product cycles (10 yrs)
 - Regulated and licensed spectrum
3. Cross-border usage complexity solved by Mobile Network Operators
 - Travel patterns guided the need for roaming agreements
 - Regulation allowed for roaming charges
4. Common charging methods, for billing users and for clearing between roaming partners
5. Common operational models at Mobile Network Operators
 - Dedicated systems for transaction intensive charging
 - Data driven operations model and systems for service- and customer management
6. 25 yrs experience from engaging and developing ecosystems for multi-service customer experience

Any learnings that could be applied on scaling of cross-border People Mobility services?

1. Is there a disruptive “simple-enough” service, engaging established players with “end-user ownership”?
2. International standards?
3. Can “roaming principles” simplify cross-border usage complexity?
4. Common charging and billing principles?
5. Common operations models for service & customer management?
6. Experiences from ecosystem engagements with multilateral value realization at scale?
 - Data sharing and API strategies in place?
 - Leverage cross-industry data regulation?



Thank you!
...any questions or reflections are welcome

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