

THE ROAD TO DIGITAL

How telco operators are walking the road to digital so far and how they are adapting for 2021 and beyond to create value, enhance topline growth and achieve quick wins in their digitalization journeys.

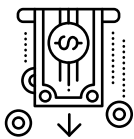
TELCOS EMBRACING DIGITAL TRANSFORMATION

65% Already have digital strategy roadmaps (And 35% have not)

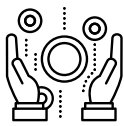
1 in 4 MNOs have KPIs to measure success

74% Plan to increase investments

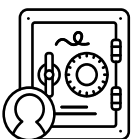
CREATING DIGITAL VALUE



66%
See **cost reduction** as key benefit

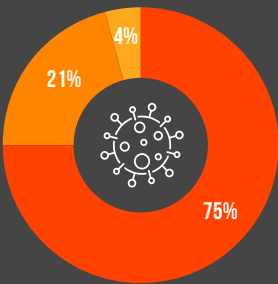


73%
See **integration with existing channels** as top challenge



#2 CONCERN
Privacy & data

IMPACT OF COVID-19 ON THE DIGITAL TRANSFORMATION JOURNEYS OF TELCO OPERATORS



COVID WILL:

- 75%** Expedite our digital transformation journeys
- 21%** Have little or no impact on our digital transformation journeys
- 4%** Delay our digital transformation journeys

DIGITAL SALES

70% Of telcos generate revenues mainly from **physical channels**

AROUND THE WORLD

