



Ovum Consulting

How **Ovum's unparalleled knowledge** of omnichannel CX helped a **global telco** promote its expertise

When your ambition is to change perceptions and educate your partners, you need hard research and independent thought leadership to back up your message.

A global telco was seeking to educate and inspire its partners about the value of omnichannel customer experience (CX). In the era of always-on mobile and the power of social media, having a deeply planned CX strategy, which is consistent across all potential touchpoints, is essential. However, many of the client's partners either did not understand the value of CX, or were implementing inconsistent strategies.

The company engaged with Ovum to produce credible content which would reach a global audience and position the brand as the leader in this field.

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Why the client turned to Ovum

Ovum is proud to have some of the world's leading CX experts among our ranks. The client wanted to draw on our existing research and the insights of our specialists.



How we helped the client position its thought leadership

Through close collaboration with the client, we produced three key deliverables that the company could use to enhance its reputation as CX leaders:

1. **White paper:** We produced an authoritative white paper that discussed how, regardless of industry, omnichannel management is a critical step in providing a high-quality CX. The white paper highlighted the importance of and the benefits that operators can gain by working with specialist partners. This white paper was supported through the inclusion of mini case studies of successful CX projects carried out by some of the client's existing partners.
2. **Webinar:** Ovum's in-house experts joined the client and some of its partners who had succeeded with omnichannel CX to spread the client's message.
3. **Thought leadership article:** One of Ovum's globally recognised analysts wrote a thought leadership article which further supported the client's message.



The impact

Ovum's content helped the vendor increase its standing as an authority on omnichannel CX. The client was able to reach a global audience with hundreds of marketing managers attending the webinar and through wide international distribution of the white paper.

Want to increase your impact?

Speak to Ovum to help raise awareness of your position in the market and build influence with stakeholders.

Ovum Consulting consistently delivers against our clients' project objectives by combining longstanding TMT expertise with the most complete set of industry data

available. With methodologies designed to deliver actionable advice, our clear and independent analyst voice gives credibility to your marketing message.



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