Accenture Life Trends
## Communications Industry
2023

Accenture Song

Control and power

Emerging technologies are giving control to people, with never-before-seen outcomes for businesses and individuals. Business leaders must consider: How much of themselves will customers be willing to give to brands? How will brands build trust and use new technologies for growth?

Five trends will alter the power dynamic between brands and customers in the coming 12 months and beyond, with two directly impacting the communications industry
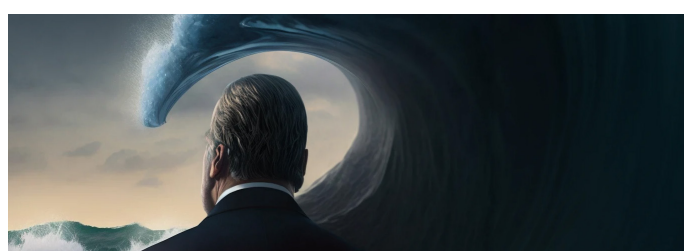
01   I will survive
Permacrisis and human adaptability

02   I'm a believer

What's next for loyalty?

People are building online communities around their interests. Brands that follow suit will shape a more lucrative era of loyalty: participation and a sense of belonging. Participation happens when people play an active role in shaping a brand's future.

'Belonging' in the Communications Industry

How can telcos actively foster a community with their customers for brand engagement and 2-way conversation? What are the benefits for CSPs when they take an active role enabling and being the orchestrator of the customer centric communities?
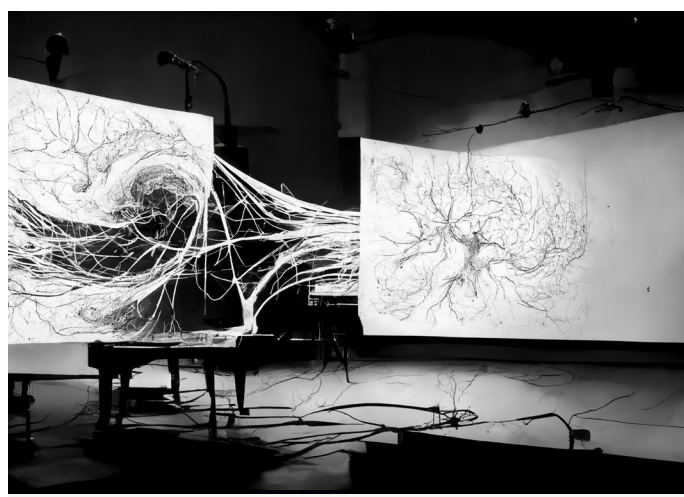
Turning a 1-way program into a 2-way relationship

Trust-building customer engagement opportunities for personalized and relevant experiences. Participatory relationships with ecosystem players will inspire the creation of new products and services that fill unmet customer needs.
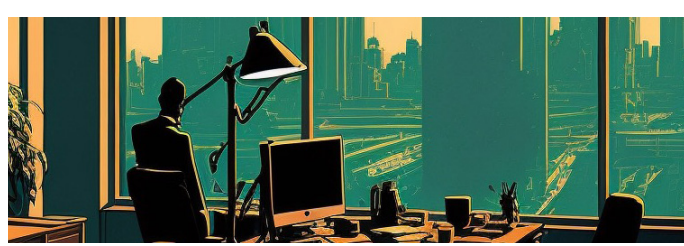
03   As it was
The importance of work intangibles

04   OK, Creativity

**AI puts creativity in people's hands**

Once a tool for repetitive tasks, AI has become a co-pilot that's available to everyone as part of their creative process, and organizations have to decide how to leverage this capability beyond repetitive task completion - to workforce inspiration and empowerment.

AI's fit in the Communications Industry

How to use Generative AI to optimize processes and evolve Customer Experience for CSPs' front and back office? How to transform telcos' marketing operations for a high-velocity rollout of programs? How to train the workforce for the new AI-based tools?

Intelligent impact and differentiation

Intelligently and efficiently supporting the agents to deliver front and back-office activities. Deliver more personalized experiences for your customer. Talent and innovation will maximize the use of this technology and its efficient transmission.
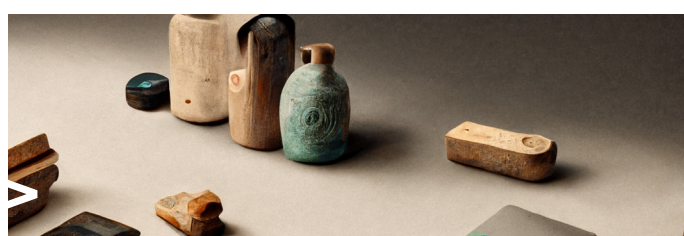
05   Signed, sealed, delivered
Digital wallets: a question of adoption

Who holds the power in industry?

Shifts in control ultimately lead to shifts in power, and these seemingly small shifts in control will alter power dynamics on a systemic level. In their roles as leaders, workers, customers, consumers, creators, and human beings with rights, people will be seeking ways to claw back some control.

The communications industry and operators need to actively participate with their customers as they express their interests, and with the ecosystem enablers that help make it happen.

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