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Reimagining the Media & Communications Industry

Accelerate growth, reduce churn, and optimize digital experiences to stay competitive

A Rapidly Changing Industry Demands Bold Action

The media and communications landscape is being redefined—not by marginal shifts, but by seismic expectations. Today's customers don't just want connectivity; they demand convergence. Seamless, unified experiences across mobile, broadband, and content are the new baseline.

This new bar for experience has intensified competitive pressure, making retention harder than ever. Price sensitivity, patchy service, and impersonal engagement are accelerating churn in a market where loyalty is fleeting and alternatives are one click away. The commoditization of services only raises the stakes, turning every interaction into a moment of truth.

At the same time, network expansion is pushing providers into complex territory. Scaling high-speed internet and 5G infrastructure isn't just a capital challenge—it's an operational gauntlet. Customers expect faster, more reliable service, even as providers juggle cost, compliance, and competition.

Power Up for Success

Optimize Customer Experiences and Services Integration

Boost Loyalty and Build Stronger Customer Relationships

Scale with Precision and Efficiency

Key Challenges in the Media & Comms Sector

1 Challenge: Convergence in Services

Media and communications providers are under pressure to deliver seamless, bundled services as customer expectations shift. Recent studies predict that by 2028, 25% of all streaming video subscriptions will be sold through bundling partnerships with telecommunications companies.[1]

This growing trend is intensifying competition, requiring providers to simplify onboarding and switching, align tech platforms, and modernize customer journeys. Winning in this space means blending engineering, AI, and CX operations to meet the pace of integration without compromising customer satisfaction.

1. "Super Bundling: What telco leadership needs to know about securing a wider role in the subscriptions market," Guillermo Escomet, Omdia, 2023.

SUCCESS STORY

We Helped a Telecom Company to Build Intuitive Apps

We partnered with a major telecom company to build companion smartphone apps for iOS and Android that provide first in-class, intuitive user experience for users of two major auto brands.

Rapid deployments by platform to the app stores

Build with a user response target of 3 seconds

Built compatibility for e-vehicles

Optimize Customer Experiences and Service Integration

- **Application Modernization:** Modernize your platforms to deliver faster, more seamless bundled service experiences your customers expect.
- **API & Business Intelligence:** Integrate your systems and harness data to personalize digital journeys and support real-time service switching.
- **Tech Consultancy:** Get expert guidance to design and execute a convergence-ready architecture aligned to your growth strategy.
- **CRM Optimization:** Unify customer profiles across services to enable consistent interactions and reduce handoff friction.
- **AI-driven Customer Support:** Use conversational AI to guide customers through switching journeys, reducing effort and increasing satisfaction.

2 Challenge: Customer Churn & Loyalty Deficit

Customer churn remains a critical issue in the media and communications sector. According to recent data, 26% of fiber to home customers (FTTH) customers said they would be very likely to switch to a new fiber provider.[2] This trend highlights the volatility of customer loyalty in an increasingly commoditized market.

Factors such as price sensitivity, service inconsistency, poor customer experiences, and lack of personalization all contribute to higher attrition. Providers that fail to address these drivers risk losing market share and facing increased acquisition costs.

To reduce churn, companies must invest in targeted promotions, relevant messaging, and real-time experience management. Loyalty programs, lifetime value analytics, and modern voice of the customer (VOC) strategies are essential for sustaining long-term engagement and maintaining profitability in a competitive environment.

2. "The Status of U.S. Broadband: The Growing Preference to Fiber Broadband," Michael C. Render, RVA LLC, 2023.

SUCCESS STORY

Reimagining Loyalty for a Major Media Conglomerate

Our client, a top entertainment company, needed to update their outdated loyalty program. We redesigned the strategy, improved benefits, and documented requirements, resulting in a modern program that boosted customer engagement.

KPI definition, financial modeling and reporting

Loyalty strategy and feature roadmap, including personalized profiling

Multi-point measurement plan, data flows, dashboards

Boost Loyalty and Build Stronger Customer Relationships

- **Loyalty-as-a-Service:** Launch scalable loyalty programs that build long-term customer relationships and reduce attrition.
- **Customer Value Proposition:** Clearly communicate the value you offer to stand out in a crowded market and keep customers engaged.
- **Modern Listening (Digital Care & VOC):** Act on customer feedback in real time to resolve issues before they drive churn.
- **Lifetime Spend Analysis:** Identify and focus on your most valuable customers with insights that drive higher retention and ROI.
- **Journey Orchestration & Design:** Create tailored experiences that guide customers from acquisition to advocacy with minimal drop-off.
- **Multilingual Customer Care:** Offer inclusive, high-touch support across languages to strengthen loyalty in diverse markets.

3 Challenge: Network Expansion - Growth at a Cost

The demand for high-speed internet and next-gen mobile connectivity continues to rise, driving aggressive expansion plans for fiber and 5G networks. However, network rollout is expensive, with labor alone accounting for 60% to 80% of fiber deployment costs (Fiber Broadband Association).[3] These capital expenditures, paired with long time-to-value, create financial and operational challenges.

Providers must balance the need for rapid expansion with margin protection and efficiency. Traditional go-to-market models often fall short when applied to high-cost infrastructure initiatives. The solution lies in smarter execution—leveraging B2B and digital marketing, AI-driven targeting, and sales enablement to accelerate customer acquisition and improve ROI.

Companies that embrace performance marketing, automation, and data-driven demand generation will unlock new revenue streams while optimizing the economics of network growth.

3. "Fiber Deployment Cost Annual Report," Fiber Broadband Association, 2024.

SUCCESS STORY

Moving the SMB Sales Engine out of the Field

Our multinational telecom client wanted to build a consistent sales engine for SMBs to boost turnover and reduce churn, with a focus on growing market share in fixed lines, cloud services, IoT, and unified communications and collaboration (UCC).

GTM approach of replacing Field Sales with a cost-effective Sales team

Increased market share for fixed-line products

<10% **Churn**

Scale With Precision and Efficiency

- **B2B Sales (Digital selling strategy, Acquisition/Upsell/Cross-sell):** Grow your footprint by capturing more business customers and increasing wallet share in expansion markets.
- **Performance Marketing (Campaign localization, Optimization):** Reach the right audiences with precise, localized campaigns that maximize conversion and minimize spend.
- **Marketing Automation:** Streamline lead nurturing and scale your go-to-market operations without increasing headcount.
- **Content Visibility:** Boost brand presence in new markets to generate demand and accelerate adoption of new services.
- **AI/ML Acceleration:** Use AI to forecast demand, prioritize market entry, and enhance decision-making throughout expansion.
- **24/7 AI-driven Security Operations:** Secure your expanding infrastructure around the clock to maintain customer trust and service continuity.

The media and communications space is evolving fast. As seamless, converged services become the expectation, customer loyalty is increasingly hard to hold. Rising churn, commoditized offerings, and complex network rollouts are pressuring providers to rethink how they compete—and how they grow.

That's where Concentrix delivers. We help you cut churn with AI-powered personalization, accelerate growth through digital-first B2B sales, and modernize operations for speed and agility. In a market moving this fast, intelligent transformation is your edge.

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Connect with Us

Learn more about how we can design, build, and run fully integrated, end-to-end solutions to support your entire enterprise, at speed and scale.

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