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**make it
amazing**

**Elevating the Game:
How CSPs Are Winning with
Strategic Segmentation**

Market **TrendZone**





Welcome to Amdocs Market TrendZone

Special Edition Series

As the pace of innovation continues to accelerate, staying ahead of the curve demands more than just groundbreaking ideas. It's about mastering the fundamentals and applying them in a way that makes practical business sense. Through our close, ongoing relationships with over 350 customers globally, we're constantly on the pulse of the latest trends in communications, media and entertainment. CSPs and industry stakeholders worldwide actively seek us out for our thought leadership, unique insights and deep market understanding, sparking numerous engaging conversations and discussions.

Introducing the Market TrendZone Special Edition Series: Your trusted source for industry innovation, global trends, and expert opinions.

We created this series to explore the most trending, high-interest topics challenging our industry's leaders. It's an experience where you'll gain unique insights into business models we've analyzed through our extensive global coverage.

Open your mind to a fresh perspective on global market trends and innovation so you can anticipate what's next, seize untapped opportunities and gain a holistic understanding of our market's dynamics.

Stay engaged, stay informed and join us as we continue along this enriching journey.

Introduction

CSPs are continually looking for ways to stand out by introducing fresh and innovative offerings. Yet in today's rapidly evolving landscape – particularly in markets that have matured and where customer demand has plateaued – **the challenge of generating new revenue and acquiring new customers has never been greater.**

To secure a competitive edge, CSPs are exploring strategies to maximize network asset monetization, including 5G, fixed broadband, and media & entertainment services. Key to this is upselling and cross-selling products to their existing customer base.

But such an approach primarily provides only a short-term advantage. In the medium term, competitors can quickly replicate offerings, potentially sparking price wars that erode profit margins and return all players to a level playing field.



SO, THE CRITICAL QUESTION ARISES:

What types of offerings are needed to create long-term differentiation?

Grow Beyond with Segmentation

One approach to consider is delving into diverse consumer segments.

Since customer expectations are continually evolving, the 'one-size-fits-all' approach, which targets common patterns or lifestyles, often falls short in addressing specific needs and individual customer experiences.

While this approach might lead to a certain amount of sales traction, it won't generate high customer satisfaction and churn rates will likely remain high.

On the other hand, exploring specific consumer segments, understanding their key drivers and patterns, and then creating tailored offerings can significantly enrich the customer experience and nurture customer loyalty.

Let's now explore a range of segments and see how innovative providers have created differentiated offerings for them.

STUDENTS

SPORTS FANS

ONLINE COMMUNITIES

ACTIVE SPORTS COMMUNITIES

INTERNATIONAL TRAVELERS



Vodafone Spain

Fixed Broadband Plan for Students with Summer Break Benefit

**FIBRA
SIN MOVIDAS**

**PARA LARGARTE DEL
PISO Y NO PAGAR NADA**



Yuser Fiber for Students

600mb_

- ✓ Fiber 600Mb
- ✓ Landline with unlimited calls to national landlines and mobiles
- ✓ With three months of disconnection in summer
- ✓ Final price

[Legal conditions](#)

without permanence

€ 34.50 /month

WI included

[Check your coverage](#)

Students: Unlocking Immense Opportunities

Students represent a golden opportunity for CSPs, as they can be found in high numbers in virtually every region worldwide. But it's not just their sheer numbers that set them apart. They're notably tech-savvy and eager to embrace emerging technologies.

Establishing loyalty during the student years can fuel ongoing commitment as they transition through life phases, even adding family members along the way.

It's crucial to recognize the diverse range of offerings that can be tailored for this segment by aligning them with their budgets and needs. Examples include bundles featuring educational apps or short-term subscriptions designed to match academic timelines and requirements.

Take Vodafone Spain, who offers a fixed broadband plan with a unique feature – a three-month summer pause, which gives students the flexibility to suspend their service when they have no use for it.



Diri Mexico

Prepaid Plan for Soccer Fans

EL ÚNICO PLAN TELEFÓNICO QUE PREMIA A LOS FANS DE CORAZÓN

dirifAN | Chivas
10GB+
100 DIRI COINS
\$100 /10 días

dirifAN | Chivas
40GB+
400 DIRI COINS
\$300 /mes

116 AÑOS DE ORCULLA

Club Deportivo Guadalajara logo and another team logo.

Sports Fans: A Captivating Audience

Sports fans represent a particularly captivating audience. They're passionate, often characterized by long-standing loyalty that spans generations and deep connections to sporting communities. Almost universally, they want real-time score updates, timely news, and crucially, live streaming of games and associated content.

For CSPs, it's a great opportunity to refine their offerings via strategic partnerships. And because events are typically scheduled well in advance, they can proactively plan and introduce tailored services way ahead of time. There are plenty of collaboration possibilities too, ranging from sports leagues, clubs and broadcasters to commercial entities who can offer branded merchandise.

And because fans share an emotional bond with their sport, they're a prime target for loyalty programs that nurture sustained commitment. As an example, Diri Mexico offers exclusive soccer-themed rewards, such as signed jerseys or VIP event passes with each prepaid top-up.



Three Hong Kong 5G Broadcast for SOHO

Turn Your Talents Into Income

5G LIVE Outpace the Rest



Busker

With our 5G LIVE Solution, the world is your stage. Sell digital tickets and earn revenue on live broadcasts by using the Pay-Per-View feature.

Save Rent by Going Live

5G LIVE Outpace the Rest



Yoga Teacher

With rents constantly rising, switching to online teaching will help you save costs and give you more flexibility in pricing.

Get More Students Online

5G LIVE Outpace the Rest



Online Tutor

Live broadcasting your courses means there is no limit to the number of students. All you need to do is to provide high-quality content, build your reputation, and get even more students.

Be Your Own Boss

5G LIVE Outpace the Rest



Makeup Influencer

The 5G network, along with professional live broadcasting equipment, boosts the quality of your content and allows your viewers to enjoy seamless performance.

Monthly Fee **\$988/Month¹** + Professional Encoder **\$7,200**
(One-Time Payment)

Live Broadcasting Service

100GB 5G Data*

About **30** Hours of Live Broadcasting²

Viewing Hours

300 Hours³
(Thereafter \$2/ hour/ person)

Online Ticketing⁴

Professional Add-on

HUAWEI 5G CPE Pro 2 **Details**
\$88/Month up⁵

Upgrade Option

4K Z CAM E2-M4 **Details**
\$9,988 (Original Price \$11,800)⁶

Experience Prioritized Network 

5G Live Up Exclusive Edition Net+ LIVE[#]
\$78/Month (Original Price \$128)

Online Communities: A Dynamic Digital Frontier

Let's now look at the digital cohort of online communities – including influencers, tutors and more. These communities rely on seamless connectivity, top-notch streaming quality, and a consistent online presence that resonates with their audiences. Their needs include robust bandwidth, advanced broadcasting equipment, fast internet speeds, and a variety of digital tools that assist them in setting up, managing, and sharing their content.

Three Hong Kong is pursuing this segment with their 5G broadcasting bundle. It's tailored for small businesses who rely on live streaming to get their word out and monetize their offerings. The bundle includes professional-grade broadcasting tools, combined with an integrated ticketing app for offering streamlined online ticket sales.



Velotel (UK)

Mobile Services for Cycling Communities

RIDE CONNECTED. RIDE COVERED.

A MOBILE NETWORK FOR THOSE THAT LOVE TO RIDE BIKES.

Take an award-winning 5G network, add great value unlimited packages, no lock-in contracts, the simplicity of bringing your own device – then throw in a stack of cycling-related benefits and memberships, all built-in at no extra charge – and you have the Velotel mobile network.

Pedal your way into voice, data, and text services made for the cycling community. But don't worry, we're inclusive. We service those with and without wheels too.



Active Sports Communities: A Thriving Niche

Active sports communities, such as cyclists, runners, and motorcyclists, rely on various on-the-go services. They seek instant connectivity, smooth communication, and the ability to share experiences and track progress. For example, they share running achievements on social media and use fitness apps to monitor cycling performance.

By addressing their distinct needs, CSPs can forge lasting relationships and offer them tailored packages that include faster internet speeds, enhanced data plans and supplementary value-added services. Examples include health insurance coverage, real-time IoT tracking applications and exclusive content and products related to their chosen sports.

For instance, Velotel in the UK specializes in serving the cycling community with mobile plans featuring value-added services like access to cycling clubs and insurance coverage.



O2 (Slovakia) O2 Travel Insurance

The screenshot shows the O2 Travel Insurance website interface. At the top left, there is a logo for 'BIBIONE' with a suitcase icon. The main heading is 'O2 Travel insurance'. Below it, there is a sub-heading 'Use our service, with which you will never go abroad without insurance. Already for €2 per day abroad.' followed by a description: 'Our smart travel insurance automatically turns on when you cross borders and turns off when you return home.' There are two buttons: a red one that says 'I want to know more' and a white one that says 'I want insurance for company numbers'. Below this is a section titled 'Activate O2 Travel Insurance' with the text 'With our smart insurance, you only pay for the days actually spent abroad. Prices are the same for all countries.' At the bottom, there are two white boxes. The first box is titled 'O2 Travel insurance for you' and shows '€2/day abroad'. The second box is titled 'O2 Travel insurance for you and your family' and shows '€3/day abroad'.

International Travelers: Unlocking Revenue Opportunities

International travelers are more than just valuable customers – they're an untapped source of revenue opportunities! Since many travelers find pre-trip preparation arduous and time-consuming, CSPs have the opportunity to fill the gap – delivering unique value that extends beyond just connectivity. For example, they can bundle value-added services like health insurance, telemedicine, local guides, car rentals and curated entertainment. Furthermore, by integrating real-time analytics and personalization, they have the power to streamline the entire travel experience.

Consider O2 Slovakia, who seamlessly activates travel insurance for their customers as they leave the country and deactivates it upon returning home, providing convenience and peace of mind to individuals and families alike.

Conclusion:

The Imperative of Strategic Segmentation for Sustainable Growth

In a world where the pace of innovation never rests, and the market landscape is continually evolving, the key to sustainable growth lies in adapting, differentiating and consistently delivering value. Traditional approaches like upselling and cross-selling are no longer enough to maintain a competitive edge. The future belongs to those who can identify, understand and cater to specific consumer segments with precision.

Yet the common thread across segments is loyalty and stickiness, which extends far beyond individual customers – reaching across life stages, families and entire communities.

Ultimately, it's not just about the customer. It's about their entire network of friends, family and associates, which CSPs can harness for lasting growth and deeper market penetration.

This e-book is part of the Market TrendZone Special Edition Series, designed to provide you with unparalleled insights into industry innovation, global trends and expert opinions.

STAY ENGAGED, STAY INFORMED AND JOIN US AS WE CONTINUE ALONG THIS ENRICHING JOURNEY.



Amdocs helps those who build the future to make it amazing. With our market-leading portfolio of software products and services, we unlock our customers' innovative potential, empowering them to provide next-generation communication and media experiences for both the individual end user and enterprise customers. Our approximately 30,000 employees around the globe are here to accelerate service providers' migration to the cloud, enable them to differentiate in the 5G era, and digitalize and automate their operations.

Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$4.89 billion in fiscal 2023.

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