



From doing digital to being digital

**DICE (digitally integrated
customer experience)**



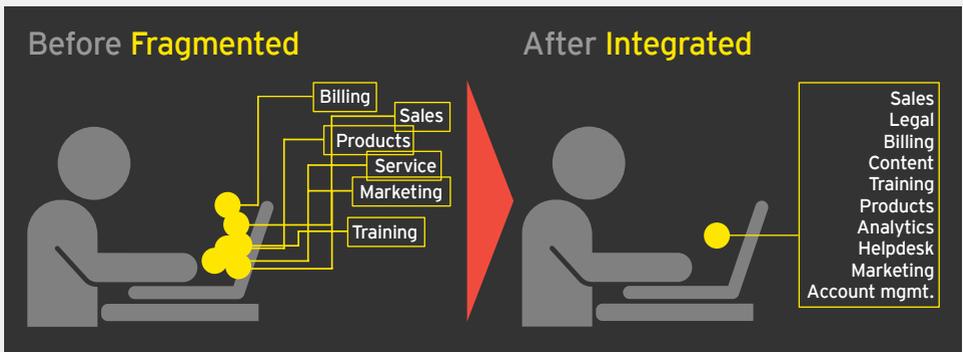
Building a better
working world



Improving customer experience is the number one strategic priority for technology, media and telecommunications (TMT) leaders,* but rising expectations, rapidly changing technologies and market disruption make it difficult to achieve.

Our approach helps TMT companies to meet this challenge head on by rethinking, redesigning and then providing new levels of customer experience.

We call it a digitally integrated customer experience (DICE).



* "Digital Transformation for 2020 and Beyond" EY, 2017.

Why now?

We believe four key trends are reshaping the TMT industries and driving the next wave of thinking about customer experience.

From bundle to platform

As customers gravitate to platforms, they expect frictionless access to products, services and support.



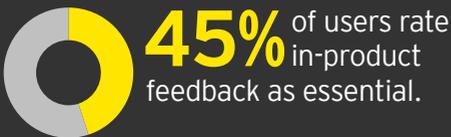
From self-serve to omni-solve

Customer support is no longer a separate channel, it's intuitive and integrated across all touch points.



From conversion to engagement

Customer engagement doesn't stop at the point of sale – it needs to be continuous and interactive.



From persona to person

A data-driven shift from addressing customer segments to understanding personal preferences and interacting accordingly.



Carrying out separate digital projects in pockets across an organization will not be enough to address these challenges. Instead, an integrated approach is needed.

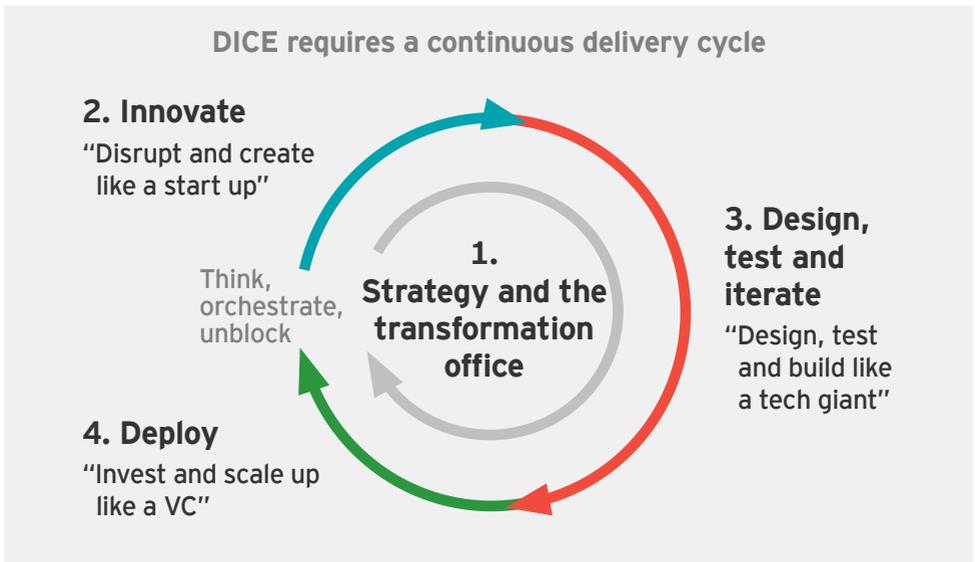
Source: EY Analysis: "Navigating the Bundle Jungle," EY; "Decoding the Digital Home," EY; EMarketer.

What is DICE?

DICE harnesses different disciplines – from user research and business model design to analytics, rapid prototyping and technology architecture – to deliver an integrated approach. It helps you to respond rapidly and consistently to customer needs across all touch points. In short, it takes TMT companies from

“doing digital” to “being digital,” helping you to deliver continuous, compelling experiences for customers.

EY has the people and capabilities to support you throughout the process: from shaping the vision to building the technology.



What are the benefits?

TMT organizations are using DICE to unlock a number of competitive advantages:

- ▶ Increase speed to market
- ▶ Reduce cost per acquisition
- ▶ Increase ARPU
- ▶ Reduce churn
- ▶ Find operational efficiencies





How dice has helped our TMT clients

These are just three examples of DICE in the TMT sector:

1 Nine months after helping a global publishing and events company transform its customer experience, digital sales rose by a substantial amount, time spent on websites was up 40%, there were 20% more users via social channels and organic search revenue started to overtake display advertising.

2 We helped a leading media company to redesign customer experience for its new streaming service by driving engagement, increasing responsiveness and enhancing customer relationships in what became the fastest growing part of their business.

3 A global broadband provider with many subsidiary companies and legacy systems wanted to create a more unified approach to customer experience. By helping to strengthen their internal research, technology and CX design capabilities, we were able to support a successful, integrated approach that boosted NPS.

Why EY?

Our digital customer experience teams and specialists from across EY draw on our knowledge of designing and delivering highly successful customer engagement programs. The value of our work in the TMT sector area has been recognized at the MCA Awards for two years running: we were highly commended in 2016 and the winners in 2017 in the Customer Engagement category.

Where to begin?

Just get in touch – we would be delighted to discuss how DICE can help your business.

We can also offer you a workshop at our immersive digital innovation space.

And beyond that, DICE is a carefully structured journey that can be adapted to your individual needs.

The destination is a transformation in customer experience that will not only provide immediate benefits but will give you the flexibility to adapt and innovate into the future.

To find out more
about DICE contact
our TMT team:

Ioannis Melas

Partner, EY UK&I Technology,
Media & Entertainment and
Telecommunications
Ernst & Young LLP

imelas@uk.ey.com

Martyn Whistler

EY Global Media and
Entertainment Analyst

mwhistler@uk.ey.com

Twitter: [@MartynWhistler](https://twitter.com/MartynWhistler)

Rahul Gautam

EY UK&I Technology, Media
and Telecommunications
Leader

rgautam@uk.ey.com

Twitter: [@RahulGautamEY](https://twitter.com/RahulGautamEY)

About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. For more information about our organization, please visit ey.com.

© 2018 EYGM Limited.

All Rights Reserved.

EYG no. 00939-184GbI

ED None



In line with EY's commitment to minimize its impact on the environment, this document has been printed on paper with a high recycled content.

This material has been prepared for general informational purposes only and is not intended to be relied upon as accounting, tax or other professional advice. Please refer to your advisors for specific advice.

ey.com/UK