

Market Radar: Consumer engagement omnichannel solutions for telcos

Summary

Offering an omnichannel experience—seamless engagement across all consumer channels and platforms—is becoming central to any telco customer experience strategy. But this is becoming more challenging as new channels emerge and customer demands increase. This report explores the telco consumer omnichannel market and examines the offerings of leading vendors in this space.

Catalyst

Successful consumer engagement has never been such an important differentiator for telcos. The rise in both 5G and fixed fiber connectivity means that in the most mature markets, good network quality (speed or coverage) is becoming increasingly commoditized. Average speeds in many markets now exceed 200Mbps, which is adequate for the needs of most consumers. Meanwhile, total 4G coverage in mature markets means most engagement channels are now accessible almost anywhere, with high speeds and low latency enabling new technologies such as voice chatbots.

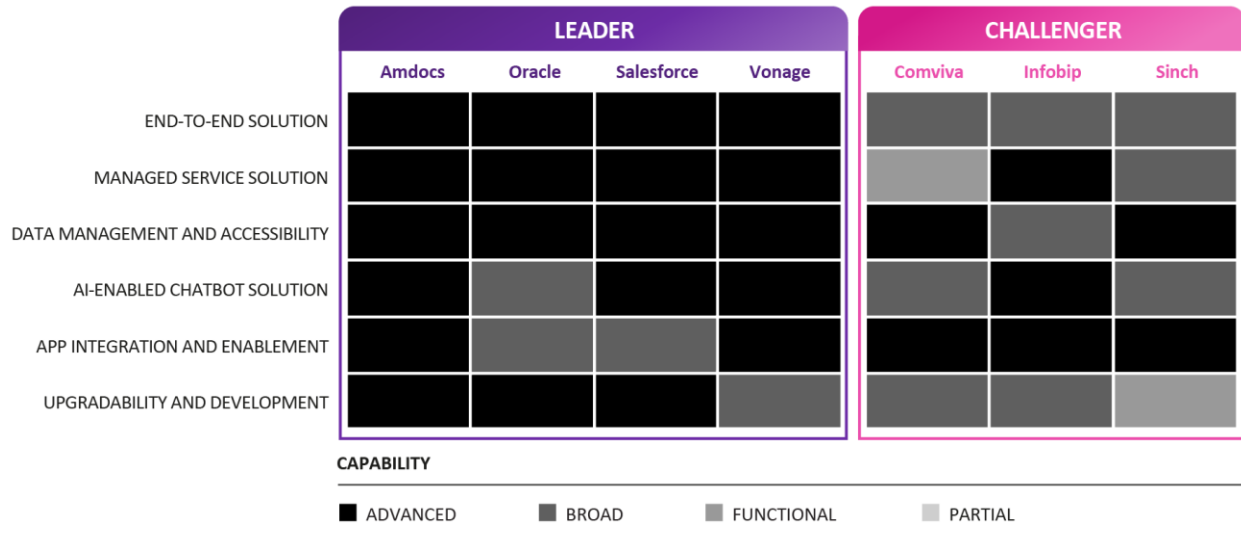
Customer behaviors are also changing. COVID-19 and the ensuing lockdowns have changed the way customers interact, driving increasing adoption of and reliance on digital channels, such as apps and messaging platforms. New technologies such as AI and machine learning are driving highly effective chatbot and automated consumer engagement solutions, allowing telcos to make full use of their extensive customer data resources to drive personalization in consumer engagement.

However, the plethora of channels and platforms means that a consistent experience is now key, meaning an omnichannel strategy needs to be at the core of telco consumer engagement. This report examines the key elements of a successful omnichannel strategy and assesses the vendors operating in this space.

Market snapshot

Figure 1 illustrates the solutions Omdia explored as part of this research, in addition to highlighting the capability categories that were analyzed. The definitions, assessment process, and vendor information are described in more detail later in this report.

Figure 1: Omdia heatmap for omnichannel vendor solutions



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Source: Omdia

Key messages

- Improvements are needed in telco customer service:** Telcos have often scored low on customer satisfaction—and often, this is because of frustrations with their customer service. Consumers say they are waiting too long on hold or feel they can’t speak to a human agent—and they often must repeat the same information multiple times. Often, the issue is that the context of that conversation isn’t visible to the agent who answers their call—something an omnichannel strategy needs to address.
- Telcos need a consistent brand view:** A cross-platform, unified view of customer interactions will ensure a consistent brand message, with communications, offers, and discounts, among other initiatives, delivered across all channels, delivering a consistent experience in every engagement. This is the cornerstone of the omnichannel proposition.
- Access to customer data is key to building an omnichannel solution:** One of the key challenges to the omnichannel proposition is the nature of telco backend architecture. Too often, each product line has its own stack (e.g., mobile and broadband, among others), meaning that customer data is hard to integrate into a single database. Any vendor solution should address this, combining and simplifying these data points to provide unique customer insights.
- Hyperpersonalization as part of the omnichannel proposition:** An omnichannel solution should be capable of tailoring interactions utilizing technologies such as AI and machine learning to analyze customer behavior and preferences, enabling more personalized interactions and offers. In addition, telcos need systems that can dynamically adjust content and recommendations based on real-time customer data.
- Telcos need a single consumer engagement platform:** A single platform should give customer service agents a comprehensive view of a customer’s interactions. Context should be preserved across all channels to create a consistent, accurate, and harmonious experience, minimizing human error and ensuring successful consumer engagement.

- **Omnichannel solutions need to address the whole customer journey:** Telco omnichannel solutions—from AI chatbots through to full end-to-end, managed service solutions—need to encompass the full customer journey, from sales and onboarding through to ongoing customer experience monitoring. These solutions must also enable new channels and platforms to be added, enhancing the overall omnichannel experience.
- **The full potential of AI has yet to be realized:** Thus far, AI has chiefly been deployed in chatbots in the omnichannel proposition. But generative AI (GenAI) could be a key technology that allows telcos to truly differentiate on consumer engagement. A GenAI solution can help drive more relevant and personalized communications, building trust and improving customer experience. There will be an upfront cost to deployment—but GenAI technology should save money and improve productivity for telcos in the medium to long term.
- **Omnichannel solutions need a single central CRM platform:** A single customer relationship management (CRM) will provide consistent customer information across all customer channels—an essential ingredient of any omnichannel customer experience, but also enable consistent access and the ability to modify customer data from a range of sources and add new channels.
- **APIs and open source will enable smooth integration of omnichannel solutions:** APIs are the building blocks that will allow developers to integrate multiple communication channels into telco business processes and applications. These solutions need to be compatible and future-proof and ensure they use open source software, among other tools, to enable communication and orchestration on multiple channels at once.

Recommendations

Recommendations for telcos

- **Customer experience is now a top priority differentiator:** As high-speed networks become increasingly commoditized, telcos need new ways to differentiate from their rivals—and customer experience should now be a top priority. Telcos now need to make the cultural shift from being technology-centric to being customer-centric. Good consumer engagement can lead to significant churn reduction and ARPU uplift, and an effective omnichannel strategy is core to achieving this.
- **Customer data is key to omnichannel engagement:** Telcos can use customer data to segment their target audience and create tailored marketing campaigns, offers, and service bundles. Service providers and vendors need to work together to ensure telcos can make the most of their extensive data resources to build a successful omnichannel strategy.
- **Be flexible with adding newer channels:** Customers want to be able to interact instantly with a brand online, from text messaging to the retail store, and for context to be preserved with each interaction so the experience has a consistent feel, providing a true omnichannel experience. Newer channels, such as messaging and dedicated telco apps, are growing in popularity, and any omnichannel strategy must be flexible enough to incorporate fresh platforms.

- **Partner to build an omnichannel strategy:** Partnerships enable telcos to build omnichannel solutions while sharing the risk with a third-party vendor or vendors. Companies such as those featured in this report can provide specialized solutions and expertise, enabling telcos to enact an omnichannel strategy faster and with less risk than going alone.
- **AI can improve resolution times:** AI-driven automation can handle routine inquiries, improving response times and freeing up customer support agents for more complex issues. This, in turn, can lead to improved staff satisfaction as they are empowered to solve greater challenges and create happy customers.
- **AI can handle basic interactions and transactions:** A lot of AI focus in consumer engagement is currently on LLM and chatbots. However, LLM technologies must operate within the context of the telco business and the existing security, permission, and data frameworks. It can be useful in handling billing and retrieving answers quickly, avoiding delays and leading to greater customer satisfaction.
- **AI-driven automated solutions need to recognize when human intervention is required:** A common complaint in consumer engagement is frustration if customers feel they are being forced to use technologies such as chatbots and are unable to speak to a human agent. Vendors are developing AI technology like sentiment analysis to judge when human intervention is required—and pass the customer onto a service agent.
- **The human element must remain:** A key source of frustration in telco consumer engagement is not being able to speak to a human agent—and this trend has persisted. Telcos that cut down on human agents do so at considerable risk, and any reductions need to be carefully managed to maintain a consistent omnichannel experience.

Recommendations for vendors

- **Develop a telco-specific CRM solution:** The telco omnichannel proposition is complex, with a unique set of challenges and opportunities. As such, vendors need to develop a CRM solution geared specifically to telco needs to help them overcome the complexity of consumer communications. Vendors should also offer solutions to telcos who already have their own CRM platforms, allowing them to add telco-specific features rather than creating a whole new platform from scratch.
- **Omnichannel strategies need an end-to-end solution:** Telcos need a unified foundation feeding all channels, ensuring consistency and driving a seamless customer experience. This integration is crucial for providing consistent and personalized experiences. Features such as a customizable dashboard can make such solutions highly desirable.
- **Ensure fast development and a future-proof roadmap:** The best omnichannel customer service software will allow telcos to swiftly add new digital channels so customers have more options to engage. This solution must also be future-proofed to allow full flexibility in development and the addition of new channels and platforms as they emerge.
- **Offer a range of AI and GenAI solutions:** Any vendor AI omnichannel solution needs to include both pre-built and standalone applications for any existing telco environment. These may include AI, GenAI, and machine learning capabilities to enhance and optimize the user and customer experience to drive efficiencies and revenue growth.

- **Consider data security:** Telcos hold a vast amount of personal customer data. Therefore, a successful omnichannel solution must be designed with built-in security and privacy controls, ensuring both the safety and security of AI-driven outcomes.
- **Provide examples of best practice use cases:** Examples of existing telco partnerships and success stories will encourage partnering. Telcos are looking for strong evidence of operational and cost efficiency and examples of increased loyalty and business growth in order to sell omnichannel investment to their executive board.
- **Help the telcos win success:** Telcos are likely to increasingly look to their omnichannel partners to help them develop a successful go-to-market strategy. Vendors that have a complete end-to-end professional service solution are likely to have real differentiation.

Telco omnichannel market landscape

The traditional telco consumer engagement market

In the past, telco consumer engagement has generally been a piecemeal effort, with the website being the focus of the engagement strategy and other channels and platforms often merely redirecting the customer to it. Even traditional platforms such as SMS (text messaging) and retail stores were generally sales and marketing-led, focusing on revenue and upsell, with little consideration of the customer experience.

This has been identified as a key area of customer frustration. Telcos have made a big performance out of their route to digital transformation, but to consumers, this often translates to little more than closing stores and call centers, making it nearly impossible to speak to a real person. Their engagements with their telcos are a frustrating cycle of being redirected to other channels and having to seek answers for themselves. Omdia firmly believes this is a very poor way to conduct business and has identified it as a key driver of general dissatisfaction and churn.

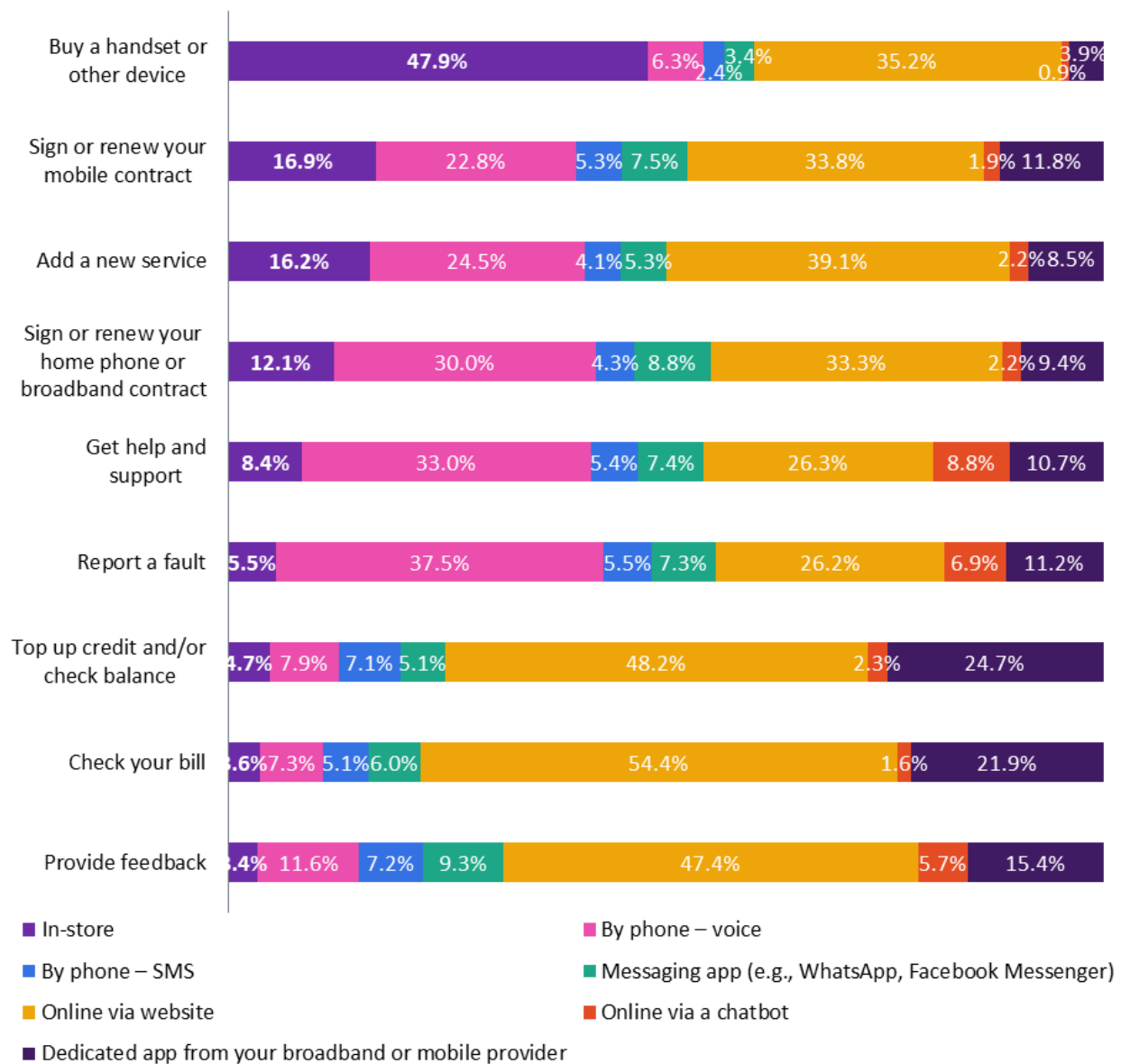
How do customers want to interact with their telco?

As part of our Consumer Engagement Strategies Intelligence Service, Omdia conducted a survey of more than 3,000 consumers across three selected markets (Brazil, the UK, and the US) to gain insight into how customers interact with telco service providers. We asked how they interact, how effective they felt these interactions were, and how they would like to interact. We further asked a series of questions covering topics including device purchasing, attitudes to AI, and trust in telcos' use of personal data.

Our survey found that the telco website remains the key consumer engagement platform, with respondents selecting this as their preferred channel in all categories except "get help and support" and "report a fault" (see **Figure 2**). Websites are an ideal platform for large amounts of information, and they are easy to navigate and trusted. But the popularity of this platform means it is even more vital to keep it fresh and up to date.

Figure 2: How do customers prefer to interact with service providers?

Q: As a customer, how do you most prefer to interact with your broadband or mobile provider when accessing the following services?



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Notes: n=3,012

Source: Omdia

Close to half of all respondents stated they preferred to buy a handset or device in-store, with this number increasing by four percentage points compared to 2023. This is a clear message to telcos that the retail store

is far from redundant. Stores are a relatively costly consumer engagement channel, but they are a necessary one for telcos hoping to differentiate on customer experience.

Although it remains a significant channel, the popularity of engaging with a telco by phone (voice) is waning. The percentage of respondents who chose this as their preferred way to engage was down compared to 2023, highlighting the importance of human contact, particularly if there is a serious issue such as a network outage.

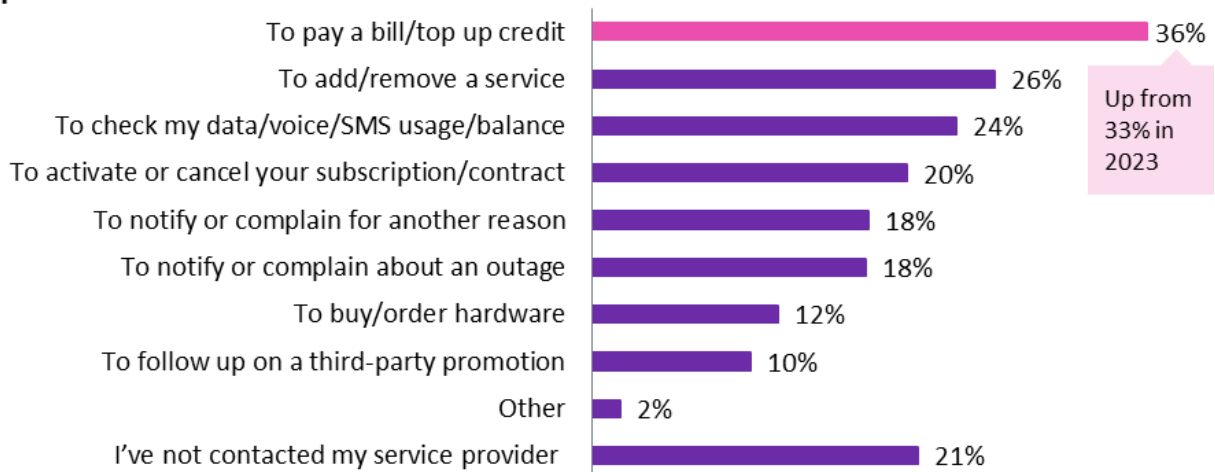
The popularity of using third-party messaging apps (such as WhatsApp or WeChat, among others) has also increased, representing an increasing consumer affiliation with messaging apps—a platform that telcos cannot afford to ignore if they are to build a successful consumer engagement strategy. Similarly, the popularity of dedicated apps (owned and operated by the telco) increased in all engagement categories since 2023, reflecting an increasing trust in these apps.

Why are customers contacting their telcos?

Our *Telco Consumer Engagement 2024* survey found that more than a third of respondents (36%) have been in touch to pay a bill or top up credit in the past 12 months, while a quarter (26%) said they contacted the telco to add or remove a service, while a similar proportion (24%) had been in touch to check their data, voice, SMS usage, or balance (see **Figure 3**).

Figure 3: The main reason for consumer contact is paying bills and topping up credit

Q: In the last 12 months, for what reasons did you contact your broadband or mobile operator?



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Notes: n=3,012

Source: Omdia

A fifth (20%) contacted their telco to activate or cancel their subscription or contract, while a similar number made contact to notify or complain about an outage or to notify or complain for another reason (both 18%)—suggesting that more than a third of customers have contacted them to notify or complain about an issue over the past year. This highlights the importance of an effective consumer engagement strategy—including a variety of contact options during network outages—to avoid further dissatisfaction.

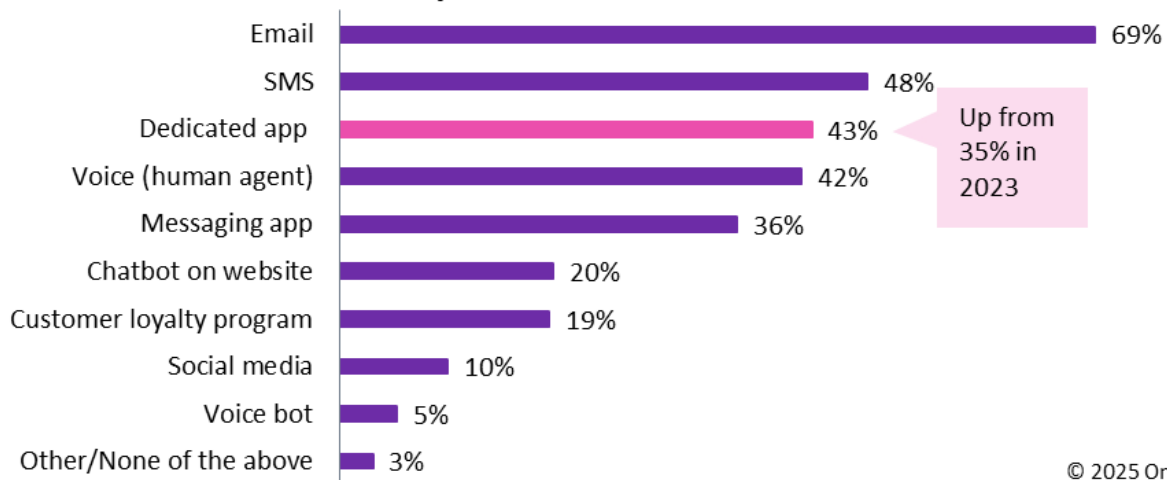
Interestingly, more than a fifth (21%) of respondents to our *Telco Consumer Engagement 2024* survey said they had not contacted their service provider in the past 12 months (see **Figure 3**). This is not just poor customer interaction—it is a missed opportunity for upsell.

Email remains king, but the desire for telco app use is growing

More than two-thirds of survey respondents chose email when asked which channels they preferred to use to interact with their telco (see **Figure 4**). However, the biggest growth was seen in dedicated apps owned by the telco, with more than two-fifths of respondents preferring this channel—up from 35% in 2023. This can partly be attributed to the growing availability of telco apps, but it also reflects an increased trust in this channel.

Figure 4: Email is the most preferred engagement channel – but the desire for telco app use is growing

Q: Which communications channels do you prefer your broadband or mobile provider to use to interact with you?



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Notes: n=3,012
Source: Omdia

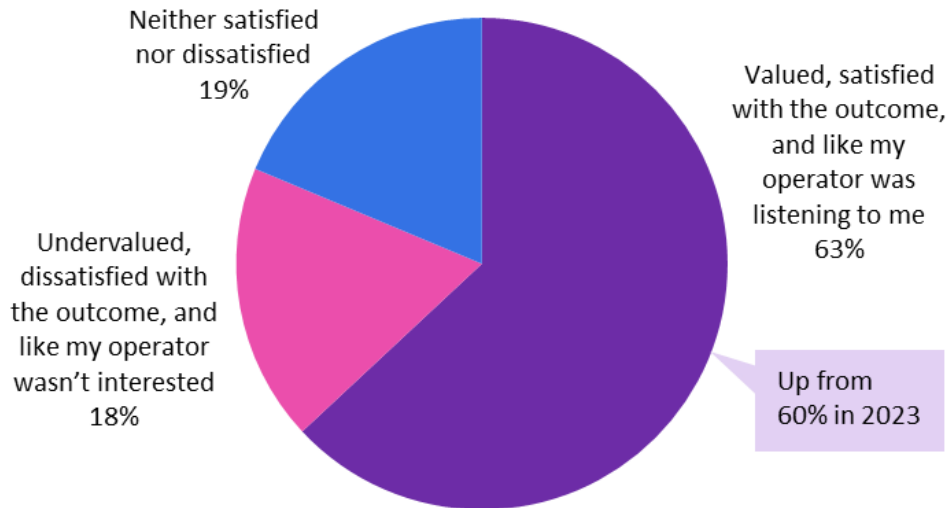
Customer satisfaction is rising, but there is still work to do

Of the respondents to our *Telco Consumer Engagement 2024* survey who said they had contacted their service provider in the past 12 months, close to two-thirds (63%) said they felt satisfied with the outcome and valued as customers—an improvement of three percentage points from 2023 (see **Figure 5**). But this means significantly more than one-third were neither satisfied nor dissatisfied (18%) or felt dissatisfied and undervalued (19%)—and the proportion who felt dissatisfied has not changed since last year. So, there is still clearly a fair bit of work to do in developing effective consumer engagement.

A common complaint in consumer engagement is frustration if customers feel they are unable to speak to a human and are being forced to use technologies such as chatbots. The most effective case studies are service providers developing chatbot technology using AI, which can use technologies like sentiment analysis to recognize when a human handshake is required.

Figure 5: More than one-third of customers who complain do not feel valued

Q: When you notified or complained to your broadband or mobile operator, how did you feel about the interaction?



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Notes: n=904
Source: Omdia

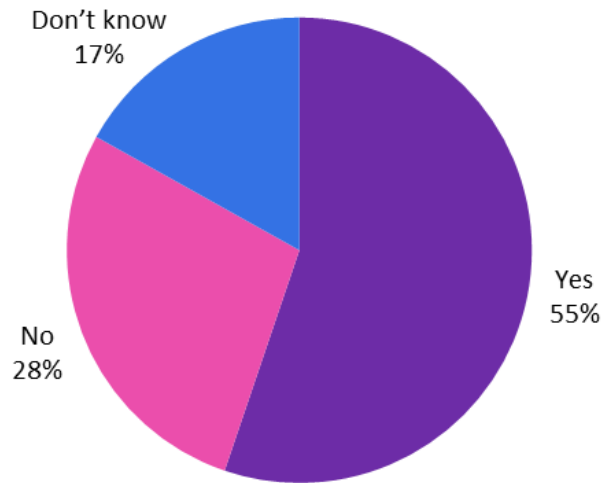
Customers are slowly warming to the possibilities that AI brings

More than half (55%) of our survey respondents said they had experienced the use of AI technologies by their telco, such as chatbots and voice bots/voice assistants (see **Figure 6**). This proportion is up four percentage points compared to 2023, likely due to a combination of increased AI use and a greater understanding of AI applications and technologies.

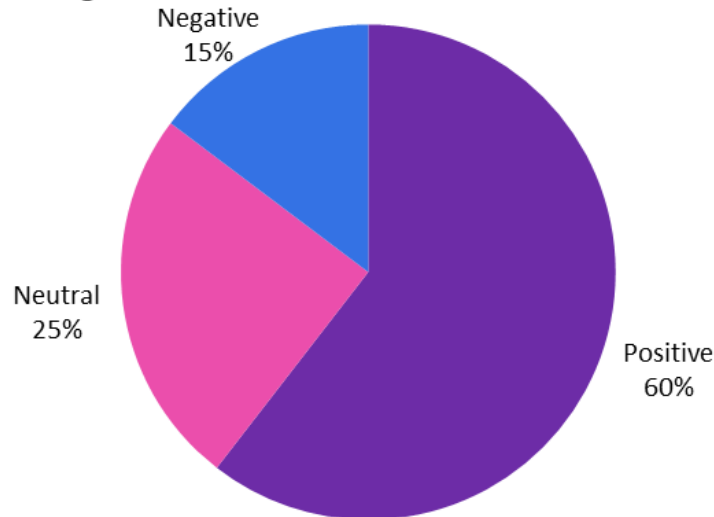
When asked about their overall experience using service provider AI technologies, 60% of all respondents stated they had a positive experience. Those who reported a negative experience fell to just 15% from 18% in 2023—with these numbers largely going to positive. Despite the improvements, this still leaves significantly more than one-third of consumers who reported a neutral or negative experience of AI. Given that these consumers are likely referring to AI in chatbots, it is clear these still need significant work to improve customer experience.

Figure 6: Customers report a generally positive experience with AI

Q: Have you experienced use of artificial intelligence (AI) technologies, such as chatbots and voice bots/voice assistants, by your broadband or mobile provider?



Q: How would you describe your overall experience using your broadband or mobile provider's AI technologies?



Notes: Top chart: n=3,012; bottom chart: n=1,663
Source: Omdia

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Challenges in implementing a telco omnichannel proposition

Telcos and vendors implementing a successful telco omnichannel solution need to consider several challenges:

- **Complex product offerings and processes:** Telcos have a variety of products, ranging from connectivity to content and hardware—many of which are delivered through diverse platforms and sales channels. This presents a challenge in delivering a consistent omnichannel experience.
- **A diverse IT environment:** Telco network infrastructure often utilizes a variety of technologies, vendors, and network architectures to ensure reliability, redundancy, and adaptability. This, alongside different types of network access from fixed and wireless to satellite and diverse hardware and software platforms from multiple providers, creates a complex challenge to implementing an omnichannel experience.
- **Multiple master data sources:** A key challenge to the omnichannel proposition is the nature of telco backend architecture. Too often, each product line has its own stack (e.g., mobile and broadband, among others), meaning that data is hard to integrate into a single customer database.
- **A diversity of channels:** The wide—and growing—range of channels and platforms that customers use to engage with their telcos further challenges the delivery of a consistent message across a range of mediums, from text to voice.
- **Telco business culture:** Telco culture is often siloed in certain functions and focused on network quality and delivery rather than customer experience. This, coupled with the intangible nature of good consumer engagement and its effect on ARPU, means that omnichannel can be hard to sell to the executive board.

Benefits of the omnichannel proposition

An omnichannel strategy is key to a successful telco customer experience, bringing a number of major advantages:

- **Improved customer loyalty:** Customers now demand quick responses to their engagements on any channel without having to repeat themselves. When customers have a great engagement experience, this builds loyalty and trust, increasing stickiness and cutting churn while opening upsell opportunities.
- **Improved customer experience through hyperpersonalization:** Hyperpersonalization is key to a successful telco consumer engagement strategy, as it ensures communications are relevant to

the customer as well as making them feel valued. Omnichannel support should be cohesive and acknowledge a customer's history and preferences—and access to data is vital to achieving this.

- **Lower operating costs and greater ROI:** An effective omnichannel solution should streamline customer support interactions and improve customer support staff productivity by centralizing channels and data. All relevant customer data needs to be available on one platform, reducing the need to move between screens and apps, for example, and cutting resolution times—leading to an improved customer experience.
- **A consistent brand view:** A cross-platform, unified view of customer interactions will ensure a consistent brand message, with communications, offers, and discounts, among other interactions, delivered across all channels, providing a consistent experience at every touchpoint.
- **Improved flexibility:** A successful omnichannel strategy should allow customers to start conversations on any platform—from a website chat to a voice call or conversation in-store—and seamlessly switch to other channels, such as messaging or email. Full access to data on customer history is key to achieving this.

Key capabilities and vendor landscape

To develop an effective omnichannel strategy, telcos need to work with a vendor—or vendors—to enable them to deliver consistent and effective consumer engagement across all channels and platforms. For some telcos, this will mean working with a single vendor that provides a complete off-the-shelf solution, but there are also others, especially larger Tier 1 players, that prefer a “best-of-breed” approach and are happy to piece together their own solution by working with a select group of vendors. For larger vendors, this will, therefore, require a complete end-to-end solution but one that is also modular in nature. For smaller challenger companies, there is an opportunity to perhaps not provide all elements of the solution but specialize if willingness to partner arises at a later date.

In developing this research, Omdia assessed different vendor solutions and capabilities across a range of six different criteria, as shown in **Figure 7**.

Figure 7: Omnichannel vendor market radar capabilities

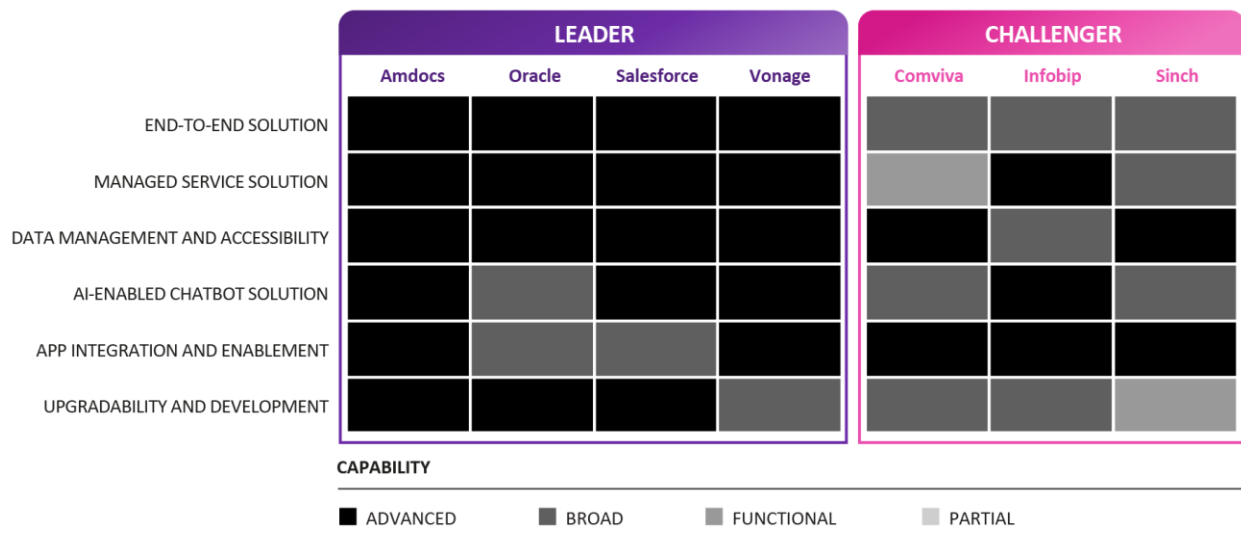
<p>End-to-end solution</p>	<p>The vendor offers a holistic solution from consumer onboarding and data management through to after-sales and ongoing customer support. This solution is flexible to meet diverse telco requirements.</p>
<p>Managed service solution</p>	<p>The vendor offers a variety of flexible managed service packages, from basic data organization, CPaaS/UCaaS, and platform integration to SaaS and full customer service solutions.</p>
<p>Data management and accessibility</p>	<p>The solution includes a telco data management and integration function, able to organize and analyze data from a variety of sources and transform this into meaningful and actionable directions.</p>
<p>AI-enabled chatbot solution</p>	<p>The vendor offers a range of chatbot and voice bot solutions fully enabled with AI technologies, from predictive text and scripts to sentiment analysis. The solutions are continuously learning and upgradable.</p>
<p>App integration and enablement</p>	<p>Solution can integrate a range of apps (including telco-owned and third-party apps) using simple APIs and open source software. Integration may also be offered as a managed service.</p>
<p>Upgradability and development</p>	<p>All solutions not only integrate, but have upgradability built into them, accessible by the telco and the vendor. Development and new technologies can be added by either party using APIs and open source.</p>

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Source: Omdia

All of the vendors covered in this report offer a robust set of features and a balanced portfolio of capabilities that can be customized to the requirements of the telco sector. **Figure 8** illustrates the capabilities delivered by the competing vendor offerings that Omdia analyzed for this research. Additionally, the vendors we explored in this research offer solutions across all major geographies and have traction with and a strategy to target telco organizations.

Figure 8: Omdia heatmap for omnichannel vendor solutions



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Source: Omdia

The Omdia Heatmap for omnichannel solutions is colored as follows:

- **Advanced capability:** The vendor demonstrates very strong capabilities and/or capabilities in alignment with what Omdia explored as part of this research.
- **Broad capability:** The vendor offers better-than-expected capabilities that are well-suited to the needs of most businesses.
- **Functional capability:** The vendor offers some of the features/support in this area.

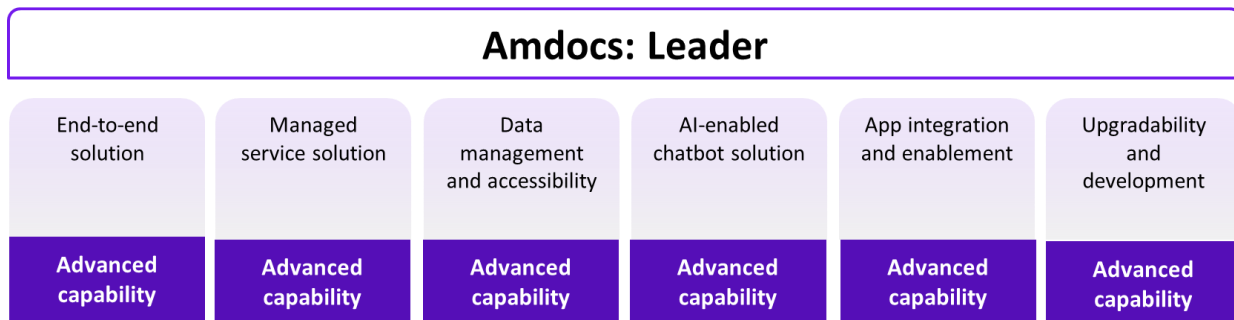
The categorization of each vendor is as follows:

- **Market leader:** This category represents the leading solutions that provide advanced capabilities across most areas explored and which we believe are worthy of a place on most technology selection shortlists.
- **Market challenger:** The solutions in this category offer some advanced or broad capabilities, have appropriate functionality across other areas, and should be considered as part of a technology selection process.

Vendor analysis

Amdocs

Figure 9: Omdia Market Radar omnichannel solution overview—Amdocs



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Source: Omdia

Summary of Amdocs telco omnichannel offering

- Customer Engagement Platform:** Amdocs, in collaboration with Microsoft, offers a complete telco-specific CRM solution for both the consumer and enterprise markets. The unified platform spans the customer lifecycle, from sales and marketing through to customer service, across virtually any channel. Amdocs’ platform leverages AI and GenAI, including built-in copilots. The vendor’s amAlz Platform, paired with Microsoft Copilot, can provide an accurate and secure approach with an expanding library of pre-built use cases embedded within its applications.
- Creation of omnichannel applications:** Amdocs Low-Code Experience Platform enables rapid creation of omnichannel applications, including reusable UI/UX components, a view manager for easy page view creation, a journey manager for optimizing customer and agent journeys, and dynamic APIs for efficient data requests. The Experience API Manager supports end-to-end API authoring, ensuring consistent and continuous omnichannel experiences. The solution allows any new channel to integrate seamlessly and ensures all channels benefit from the same sources of data, customer journey, and experience.
- A unified platform:** Amdocs solutions are powered by a unified foundation feeding all channels, ensuring consistency and driving a seamless customer experience. The AI & Data Platform and the Customer Data Platform unify data inputs into a comprehensive 360-degree view, enabling real-time insights and recommendations consumable by all channels and applications. Additionally, GenAI capabilities are embedded throughout Amdocs’ offerings, enhancing both customer and operational experiences.

Roadmap and areas of future focus

- Amdocs plans to expand the GenAI capabilities of its solutions, deploying pre-built use cases embedded within agents’ and implementers’ tools, along with adding domain-focused agent

packages for areas such as billing and sales. This flexible GenAI deployment strategy includes both pre-built and standalone applications for any existing environment.

- The vendor intends to continue to enhance its digital self-service offerings to provide customers with more intuitive, efficient, and satisfying interactions. This is based on further improvements to telco data management and analysis. The latest upgrade to the amAlz platform offers a set of GenAI agents capable of performing a range of functions spanning BSS, OSS, and networks, from intelligent automation and personalized customer support to predictive interaction and advanced analytics.
- Amdocs is also expanding its Low-Code Experience Platform libraries and artifacts to accelerate time to market and provide better support for copilot- and GenAI-led experiences.
- These advancements aim to enhance consumer engagement and experience, improve NPS and customer lifetime value, and boost operational efficiency, accuracy, and time to market.

Market impact

- The core of Amdocs' offering is leveraging customer profile data to drive consistent consumer experience across all platforms and channels. The "headless" approach— based on a backend-only CMS connected to multiple platforms by an API—should ensure a smooth transition between channels and consistency of customer experience.
- The headless approach will also allow flexibility to drive personalization and enable faster resolution of issues. The vendor hopes the omnichannel experience will also encourage the adoption of self-service solutions as customer trust grows. This will ultimately lead to an improvement in stickiness and overall brand perception.
- The solution also includes assisted channels, allowing telco agents (e.g., in call centers or stores) to immediately access customer profiles and identify needs and potential upsell opportunities. Amdocs believes that ensuring context and accuracy across all platforms is key to building valuable consumer engagement.
- While some critics argue that end-to-end transformations often adopt a "one-size-fits-all" approach, Amdocs' solution offers a pre-integrated, modular Customer Engagement Platform that is designed for adaptability, empowering customers to choose the entry points that suit their specific needs and grow at their pace and priority. For example, a recent win with an Asia & Oceania CSP began with case management with plans to expand into a full customer service solution. Amdocs has a strong track record with leading telcos such as Vodafone, T-Mobile, and Telefónica, demonstrating how its platform can deliver tailored solutions that seamlessly integrate with the unique requirements of even the most mature telcos, driving outstanding customer engagement outcomes.

Appendix

Methodology

This report is based on in-depth vendor interviews, supplemented by Omdia's market analysis and 2024's *Telco Consumer Engagement* survey.

Further reading

[*Telco Consumer Engagement 2024 Survey: Overview*](#) (December 2024)

[*Telco Consumer Engagement 2024 Survey*](#) (September 2024)

[*Telco Consumer Engagement Innovation Tracker Report: 3Q24*](#) (January 2025)

[*Telco Consumer Engagement Innovation Tracker – 3Q24*](#) (November 2024)

[*Telco Retail Stores Tracker Report – 1Q24*](#) (June 2024)

[*Telco Retail Stores Tracker – 1Q24*](#) (May 2024)

Author

Peter Boyland, Principal Analyst, Service Provider, Consumer

askananalyst@omdia.com

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[omdia.com](https://www.omdia.com)

askananalyst@omdia.com