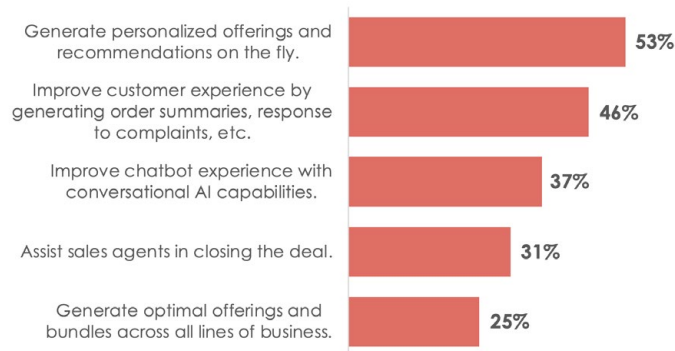# The Five Essential Elements for Sales Growth for CSPs:

The Top Two Generative AI Use Cases That Will Have the Greatest Impact on Driving Commerce (Source: Omdia)

- Generate personalized offerings and recommendations on the fly. — **53%**
- Improve customer experience by generating order summaries, response to complaints, etc. — **46%**
- Improve chatbot experience with conversational AI capabilities. — **37%**
- Assist sales agents in closing the deal. — **31%**
- Generate optimal offerings and bundles across all lines of business. — **25%**

To achieve sustainable growth and expand revenue streams, CSPs need to ensure each offering is designed to unlock new sales opportunities. These core elements empower CSPs to grow beyond traditional connectivity, turning every interaction into a sales opportunity that maximizes customer lifetime value. By leveraging these capabilities, CSPs can broaden their scope, drive higher revenues, and establish deeper, more valuable customer relationships.

85% Flexible Payment Options:
Efficient, adaptable payment methods are cited as the most important factor in driving success beyond communications services and are critical to building customer loyalty and increasing adoption.

77% A Unified Commerce Solution:
A modern, unified commerce platform was named as the top catalyst for a success in non-core product and service implementation. By centralizing customer data across channels, supporting flexible bundling, and streamlining partner onboarding, this integrated solution enables CSPs to deliver tailored experiences, leverage customer insights, and accelerate revenue growth.

72% Efficient Partner Setup and Management:
Efficient partner onboarding is the most important aspect to launching non-core product or service successfully. A platform that simplifies integration and partnership management helps CSPs quickly scale and diversify offerings to meet customer demand.

56% Sales Channel Mix:
A digital first strategy is pivotal with 56% identifiying digital channels (websites, apps, and virtual agents) as crucial for selling and supporting non-core services. To meet diverse customer preferences, CSPs should also include human-led channels like call centers (35%) and physical stores (27%), as well as hybrid options like messaging apps (42%) for a hybrid engagement approach.

33% Bundling and Segmentation:
Stand-alone subscriptions rank as the most-used purchase model, while 24% preferred non-core products bundled within a comprehensive service package. This highlights the need for options that cater to diverse customer preferences.

Percentages represent respondents in agreement

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