HUMAN + MACHINE COLLABORATION COULD BOOST TELCO REVENUES

VIDEO TRANSCRIPT

Q: Hello, and welcome to Telecom TV. I'm Martyn Warwick and we're here at the TM Forum's Digital Transformation World and I'm talking with Sevasti Wong from Accenture.

Sevasti, welcome and thanks for talking to Telecom TV. There's a lot of talk in the industry at the moment about Workforce Strategy. Can you tell us what that is?

A: Well everyone always talks about business strategy and it's really important to have a crystal-clear business strategy. Your people strategy underpins that business strategy and focuses more on your organisation, your talent and your culture.

Q: Well we get that – so why is so important then that telcos should escalate their workforce strategy at this moment?

A: There are a number of workforce trends right now, things like the fact that our lives split down into 3 sections – where you have education work and retirement - no longer hold true. There's also an explosion from an artificial intelligence and intelligent technologies perspective, which has hugely changed how we work. The challenge that organisations have is – how do they upskill their people at scale and at speed. And also the types of work people do have changed dramatically.

Q: Given what you've just been saying, what options do they have?

Now is the perfect time for telcos to reconsider how they come up to speed. The best way to think of it is about your business strategy and your people strategy as a double pivot. The first pivot is all around efficiency and agility, and the second pivot is all around growth. How do you get to new business models and how do you generate new revenue streams. In order to do that your humans need totally different skills and capabilities for each of those pivots.

Q: Now that's the theory – can you give us some examples of how telcos actually rise to the challenge in practice?

A: Of course: I guess at the moment there's a number of workforces within telco which are hugely critical. A great example of that would be the network organization which in my mind is going through one of the most fundamental changes. If you think historically of your network engineers; they are typically used to dealing with tins and string and now need to become software engineers in the future. That's a very different human with a very different set of core skills and capabilities.

Q: That's the telco side of it. What does Accenture bring to the party?

A: I could talk at length about all the great accelerators and assets, the fact that we've got assets like our automation
adviser that enables organisations to understand their AI potential, or our skills predictor which allows companies to think about what skills they need for the future but personally, I think our secret sauce is our ability to co-create, to collaborate and to coach. What I mean by that is that now, more than ever before. It's really important to collaborate across the ecosystem of partners and clients and suppliers. It's really important to co-create. We no
longer do things to our clients, we do things with our clients and obviously coach. It's all about making sure that the knowledge that we have and our new ways of working, in new IT, we coach all of our clients to come on that journey with us.

Q: Sevasti Wong – thank you very much indeed.