



LIBERTY LATIN AMERICA TRANSFORMS THE TELECOMS CUSTOMER EXPERIENCE

Partnering with Capgemini, Liberty Latin America launches a digital transformation project to deliver revitalised B2C and B2B customer experiences

As the digital revolution only continues to gain momentum, communication service providers play a critical role in providing business-to-business (B2B) and business-to-consumer (B2C) customers with a 360-degree connected experience. However, traditional systems within the telecoms industry continue to pose substantial challenges, as they are built to accommodate business siloes, which enforce constraints on transformation opportunities.

Liberty Latin America (LLA), a leading communications company that operates in over 20 countries across Latin America and the Caribbean, faced just such a challenge as it approached the start of its transformation journey. The company wanted to position itself as a leader within a fast-paced industry by delivering an excellent customer experience. To do so, LLA decided to launch a transformation project that would make use of innovation to create impactful moments for customers.

Overview

Client: Liberty Latin America

Region: Latin America and Caribbean

Industry: Telecommunications

Client challenge:

Liberty Latin America wanted to launch a digital transformation project in order to address technical limitations that inhibited its growth ambitions.

Solution:

In a collaborative effort with Capgemini, Liberty Latin America implemented the Salesforce Communications Cloud and TM Forum-based MuleSoft APIs, which delivered a revamped user experience and enabled organic and inorganic growth.

Benefits:

- 50% reusability in TM Forum Open APIs
- 80% increase in data accuracy
- Improved customer experience
- More advanced insights with AI and machine learning
- 40% reduction in time to market

This initiative was to be built upon the Salesforce Communication Cloud and TM Forum-based MuleSoft APIs, both of which would support sustainable business success and growth with a unified vision, culture, and team. These technologies offered support for both organic and inorganic growth in line with LLA's attempts to extend its services and products throughout its existing markets. To support such an ambitious vision, the company selected Capgemini as its transformation partner.

Transformation through partnership

The partners began with a review of LLA's existing IT estate, which largely consisted of monolithic legacy systems that made organic growth and acquisitions challenging. In addition, existing architecture made new integrations complex, created various redundancies, and imposed limitations on future plans due to the complexity and risk associated with the company's business supported services (BSS) platforms.

Once the primary objectives were mutually agreed upon, LLA and Capgemini began a collaborative effort to deliver a standardised 360-degree customer view across the company's B2B and B2C segments. The Salesforce Communications Cloud and MuleSoft platforms would be integrated while following a rapid, repeatable, and flexible plan that would simplify the implementation while reducing the cost. The new platforms were combined with legacy functionalities to support an iterative development and rollout approach.

Serving telco customers with a better experience

Following the launch of the new platforms, LLA provided its customers with an enhanced experience while the company itself gained equity returns and improved value related to stronger organic and inorganic growth. In addition, the project accelerated the business's time to market due to more than 50% reusability in TMF Open APIs, while an 80% increase in data accuracy played a major role in improving the customer experience and delivering more advanced insights with AI and machine learning.

The new systems also include a central hub that LLA agents can use to identify key information about customers without having to rely on external platforms. Finally, the transformation has enabled the company to offer a seamless omnichannel user experience based on technology that has reduced time to market by 40% and provided the scalability that LLA desired.

Thanks to the completion of this stage of the company's transformation journey, LLA can now support millions of customers across video, internet, fixed-line telephony, and mobile services in over 20 consumer markets and more than 30 B2B markets with a smoother experience based on a centralised system.

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