

## Letter from the Editor

By: Tim Young

*"Well done is better than well said."*

-Benjamin Franklin



I hate the way I behave on calls to customer service centers. I'm embarrassed by just about every aspect of the process. I hate having to complain enough to be the squeaky wheel that gets some of the proverbial grease, and I cringe when I think of the times I've let frustration drive me to browbeat or in any way degrade a well-meaning (if occasionally poorly trained) CSR.

I dislike repeating myself. I dislike having to tiptoe around a problem before I can get properly escalated. I dislike feeling like the \$30 a month I'm saving on my cable bill (or whatever) is being exchanged for the dignity I leave tattered on the call center floor.

What bothers me most is that I cannot see what I have seen companies talk about through years and years we have covered customer experience in this industry. There has to be a better way. We've been talking about customer experience for so long. Why do so many companies still get CEM so wrong? And, why do I end up in those call centers, dressing down a series of strangers to figure out why my modem speeds are inconsistent, or my package hasn't shown up, or my payment randomly changed by \$2.38?

There are a million answers to these questions, and a lot about our understanding and prioritizing of the customer experience has come a long way. But saying you're about the customer isn't nearly as powerful as showing it. And in this issue of *Pipeline*, we'll talk about a deep understanding of the customer and the ever-important quest to treat the customer right at every step in the process.

In this issue of *Pipeline*, we will look at ways to improve CX, and explore how transparency and insight can lay a firm foundation for improved customer satisfaction. We'll hear from Vodafone on reaching the "experience generation" (read: millennials) and talk about how network visibility will change in the next 2-3 years. We'll examine the role that AI can—and will—play in the customer experience, and we'll hear from Cricket Wireless on how large teams can stay nimble and customer-focused in fast-moving times. We bring you all that, plus a word on security for connected cars and lots more news and opinion from the industry.

Enjoy!

-Tim Young  
Editor-in-Chief