

Communication service providers (CSPs) offer the shortcut to future technologies

Explore how CSPs pave the way for organisations to discover and adopt future technologies, fostering disruptive innovation and allowing them to build better, more sustainable, and highly profitable businesses.



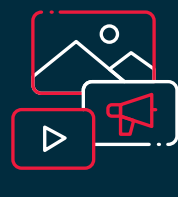
What are CSPs?

Communication service providers, or CSPs, provide certain or a combination of telecommunications, information, and media services.¹

CSPs are typically categorised as follows:



Telecommunications carrier



Content and application service provider



Cable service providers



Satellite broadcasting operator



Cloud communications service provider

A closer look at different CSP services²



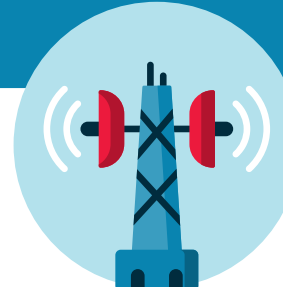
Fixed data

Connect to the internet via wired connections, including DSL, cable, fiber optics, satellite, and multichannel multipoint distribution service (MMDS).



Fixed voice

Traditional landline telephone services, including local and long-distance voice services, enhanced voice services, data and fax transmission over a public switched telephone network (PSTN).



Mobile telecom service

Communicate via voice calls and text messages or Short Message Service (SMS) over wireless networks. This also allows users to connect to the internet on their mobile phones and tablets via cellular networks.

Noteworthy CSP data

US\$1.5 trillion

How much the communications services market is expected to reach in revenue in 2024.³

US\$2.3 trillion

The valuation the CSP market is projected to reach by 2032.⁴

Asia Pacific (APAC)

Is the region that dominated the global telecom services market with the largest market share in 2022.⁵

71%

The forecasted number of unique mobile subscriber penetration rate in APAC by 2030.⁶

CSP services' big business benefits⁷

Improved communication and customer service

CSP services enable organisations to communicate directly and efficiently with clients, helping them provide stellar customer service. CSPs' tools and platforms also allow businesses to facilitate better and more effective communication among different departments and stakeholders.

Customer service numbers⁸



72% of customers expect immediate service.



64% of customers will spend more if a business resolves their issues where they already are.

Better collaboration, productivity, and operational resilience

Organisations with a distributed workforce, both local and international, can benefit from solid CSP services. These services allow employees to easily attend training sessions, brainstorm, and collaborate with their peers regardless of where they're located, which bolsters productivity and operational resilience.

Operational resilience statistics⁹

450%

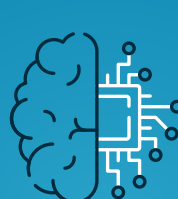
There is a whopping 450% increase in retention rate of top talents due to effective communication systems.

50%

There is a 50% decrease in employee turnover when there's an effective communication system in place.

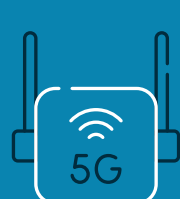
Innovative trends, technologies that CSPs embrace to help industries grow

To better serve their growing clientele and help various industries thrive and innovate, CSPs are partnering with technology or wireless providers or are beefing up their own infrastructures to include robust technologies such as the following:^{10, 11}



Artificial intelligence (AI) and data analytics

Forecast business needs, prevent fraud, streamline processes, and boost efficiency.



5G and the internet of things (IoT)

Create new business models, to support various industries, including the smart car, gaming, construction, manufacturing, and healthcare industries.



Edge computing

More secure transfer of sensitive data, faster data processing, and reduced service errors.

Singtel can help your organisation stay abreast with emerging technologies

Businesses of all sizes can benefit from Singtel Unified Communications (UC) products. These services integrate multiple communication channels, including voice calling, video conferencing, and instant messaging, into one interface, to improve productivity and user experiences.

Singtel UC provides:



Cost-efficiency



Seamless communications



Versatility

Embrace disruptive technologies with Singtel.

Contact us

References

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- ² Gartner, Telecommunications Services, n.d.
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- ⁶ Statista, Mobile subscriber penetration rate in the Asia-Pacific region from 2015 to 2022, with a forecast for 2030, 2023.
- ⁷ TelX, The Role of Telecommunications in Business, 2023.
- ⁸ ZenDesk, 35 customer experience statistics to know for 2024, 2024.
- ⁹ FinancesOnline, 70 Essential Online Collaboration Software Statistics: 2024 Market Share Analysis & Data, 2024.
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