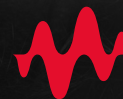




3 ways 5G will transform the customer experience.

When done right.

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Transform customer experience.

The world of 5G is wide open [1], with the technology poised to kick off a new industrial and technological revolution. The network's dramatically faster speeds and lower latency will fundamentally change how people live, work, relax and connect with the world around them.

For organizations, 5G's greatest potential lies in its ability to drive new customer experiences. Savvy brands already know that selling the digital experience is what matters, and 5G will open up numerous opportunities for companies to compete on the customer experience.

Among them:

- Immersive experiences take personalization to a whole new level
- Edge devices broker new connections
- Self-service becomes standard

1.

Immersive experiences take personalization to a whole new level.

5G will revolutionize virtual and augmented reality, enabling the experience to truly feel real.

This will allow brands to foster deeper, more meaningful connections with consumers and deliver a personalized customer journey impossible with previous generations of wireless technology.

With new VR and AR possibilities ranging from **retail** (for example, evaluating how a couch would fit in with existing furniture prior to purchase), **technical support** (for example, providing virtual real-time assistance in even the most remote of locations), to **entertainment** (for example, facilitating an interactive experience with celebrities or brand spokespeople), 5G will all but dissolve traditional barriers between brands and customers.

2.

Edge devices broker new connections.

5G will also usher in customer experience improvements by making it much easier for companies to control and capitalize on IoT devices.

For example, an insurance company could significantly speed claims processing by dispatching drones to the scene of an accident or natural disaster, while physicians could remotely diagnose and treat illnesses via wearables data. As 5G adoption increases, so will customers' expectations that companies avail of these and other edge computing capabilities to deliver the next-generation experience they demand.



3.

Self-service becomes standard.

5G brings more opportunities for self-service than ever before which, in turn, will engender a shift in how content is consumed.

The ability to download movies and games in a matter of seconds will change consumers' buying patterns in these industries, and force companies to find new ways to grow revenue.

In addition, connected devices will increasingly be equipped with self-service capabilities for maintenance, diagnostics and integration with other IoT products.

“5G’s dramatically faster speeds and lower latency will fundamentally change how people live, work, relax and connect with the world around them.”

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