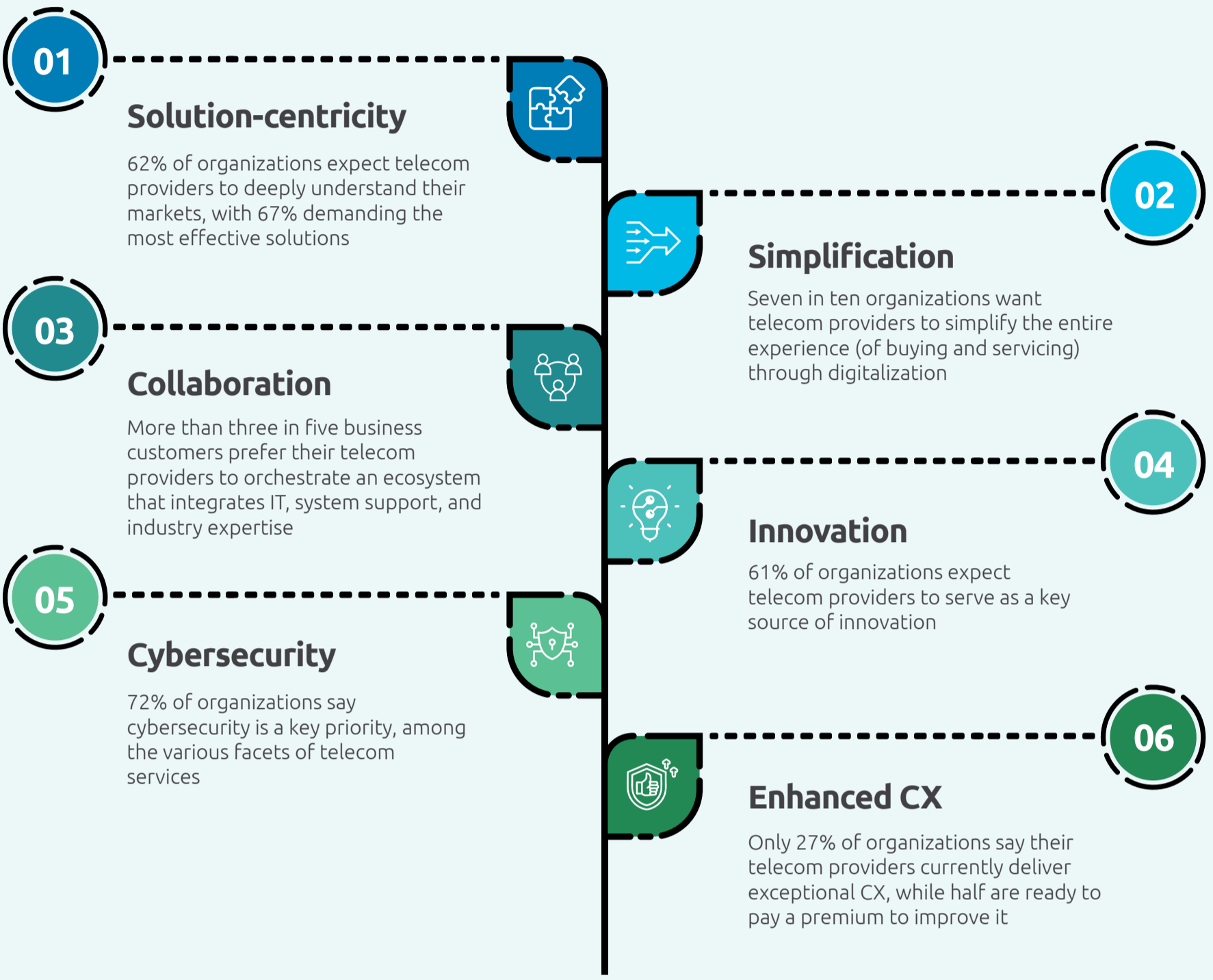


The B2B pulse

Top six expectations of telecom's business customers

The six expectations of business customers



Source: Capgemini Research Institute, Telco business customers survey, December 2024–January 2025, N = 1000 organizations.

How the telecom sector can seize the B2B opportunity



Source: Capgemini Research Institute analysis.

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