



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

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Section

**Master of Project
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Project Risk Management

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Project Risk Management

Saudi Telecom Company (STC)

1. Loss of clients

It is considered that the biggest risks facing the global telecommunications sector and STC is the loss of customers, which means loss of contact, loyalty, a percentage of added value, and ultimately the loss of the customer completely. There are several factors that have raised this risk to the top of the list, including factors related to trends in the market and others related to the entry of new companies, which have a competitive advantage over traditional existing companies. If telecoms companies cannot respond to this risk, they will risk their ability to fully reach service providers in the long run. STC suggested that clients review how to design their global services to companies, manage their strategy on a global level, and provide new services to customers. Predicting in advance the needs and requirements of customers, ensuring constant communication, and ensuring the implementation of the promises they make.

2. Attracting and managing

Competencies and talent STC face new challenges, including changing customer requirements, increasing competition, regulatory pressures, shifting technologies, and shifting focus from technical research and development to marketing more comprehensive and connected products. In these complex and dynamic economic conditions, the recruitment and retention of competencies is a vital and strategic factor, and one analyst noted that operators knew and realized that highly qualified executives were one of the main growth drivers in the industry and for telecommunications to maintain its expansion it needed skilled and trained professionals Able to lead and support that expansion. STC puts its talent management strategies in line with business strategies or if it has the people needed to implement future plans or creates the right climate to separate talented people from others, have they made plans to retain scarce

talent, and whether they have conducted factor analysis studies. Impact on multiple retention efficiencies.

3. Inappropriate procedures and regulations

This risk became more important as the transformation in this industry increased the size of the challenges and as a result of the development and application of new technologies in addition to the changing demands of customers, companies made a continuous evaluation of their business patterns and this constitutes a problem formulated by one of the analysts in short words saying that the decision to implement a model New work not accompanied by in-depth analysis of the feasibility of operating such models. New technologies, the entry of new players and the transformation in the sector have been pushing for an accelerated pace of change. Telecom companies in emerging markets have become accustomed to easily changing their organizations and adapting to new market needs such as managing the continuing complexities of offers. STC must ask some questions when studying the risks, including whether the employees have adequate training in technology so that they are aware of the limits and delays in application and operational obstacles, and does the marketing department have a comprehensive vision to face the full life cycle of the supply / product, including its cancellation.

4. Privacy and security risks

The privacy and security risk, which has not changed its ninth position on this year's list, continues to pose a strategic threat to the telecommunications industry. With the transition of voice services to the iPod era, all telecom companies are increasingly facing traditional security concerns. As telecom operators move to new services, they will also face ambiguities in organizational and social situations. STC need to develop the security impacts of the ability to track phones, such as global positioning systems and radio frequency identification. Such technologies can locate mobile phone users. This may have powerful applications and people have begun to realize this, such as the service that is being provided now that parents can track and measure the capabilities of their mobile phones and fear that with the low.