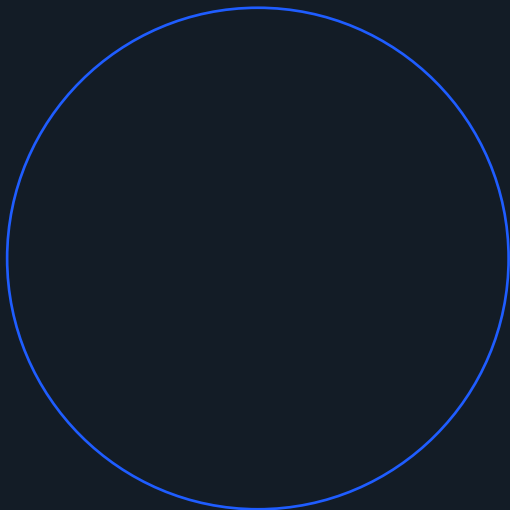




Proximus Global

Digital Communications Predictions

Trends to Watch in 2025





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Introduction:

New Opportunities, New Risks

As the world becomes increasingly digitized, the way businesses connect, protect, and engage with customers is changing.

This is forcing the traditional telecoms model to adapt. Once the backbone of enterprise communications, as businesses have moved to digital platforms and software-driven solutions, telecoms have struggled to adapt. With the rise of API-based services and the 'softwarization' of telecoms, the gap between operators and businesses is steadily narrowing.

At the same time, businesses are leveraging the growing connectivity of the Internet of Things (IoT) and mobile private networks (MPN) to link more devices and systems than ever before. **Businesses are navigating a continuous digital transformation reshaping how they interact with their customers and their technology.**

Artificial intelligence (AI) has a big part to play here. AI-powered tools, such as chatbots and conversational intelligence platforms, support businesses to deliver these richer personalized customer experiences at scale. The vast amounts of data generated by IoT and RCS platforms can also feed AI systems, allowing for more sophisticated analysis and decision-making.

However, with new opportunities from AI also come new threats to businesses and consumers. AI-generated deepfakes and increasingly complex fraud schemes mean businesses must prioritize proactive security measures to stop fraud before it reaches its intended target.

Consumers are far from oblivious to these changes. Many are deeply aware of the security and privacy risks that come with this shift toward digital-first communication. Because of this, trust is quickly emerging as a critical currency. **Brands must demonstrate a clear commitment to safeguarding privacy, maintaining transparency, and proactively addressing consumer concerns.**

By doing so, businesses can mitigate risks while strengthening their relationships with consumers, securing loyalty in an environment where consumers have more choices than ever.

Since January 1, 2025, BICS, Telesign, and Route Mobile have united under a single brand - Proximus Global.

This newly formed entity is dedicated to enabling, securing, and personalizing digital experiences throughout the customer lifecycle.

Leveraging the combined expertise of the three companies, Proximus Global has released this comprehensive report exploring and analyzing key trends poised to shape the future of digital communications in 2025.



Rajdip Gupta

Business Lead,
Proximus Global



Connect



API aggregators to start bridging the gap between enterprise and telecoms

As the world becomes increasingly digitized, telecoms have been forced to do some soul-searching over the last decade. Despite being the infrastructure that holds everything up, over-the-top services, internet messaging, and hyperscalers have all clouded the commercial picture for 'traditional' telecoms. Even 5G, on which many had pinned hopes of a telecoms revival, has stuttered.

Telecom APIs – software interfaces that allow developers to easily integrate and leverage telecom services – **are also touted as the future of the industry**. Telcos have unbeatable infrastructure for connectivity services, but these assets have traditionally been hard for businesses to access. APIs represent the 'softwarisation' of telecoms.

As businesses become increasingly digital, APIs allow businesses to easily implement services to support identity and verification, location-based services, guarantee quality coverage on demand, and a whole host of others.

There is some skepticism, however, with many fearing that, like 5G, the hype will outweigh the real impact. In 2025, this will start to clear as the telco API ecosystem takes significant steps toward maturity. Standardization efforts, such as the [GSMA's Open Gateway](#), will continue to streamline API integration, making it more accessible and viable. Another key development will be the rise of 'API integrators'—companies with strong ties to operators and established enterprise relationships. These players will act as **API marketplaces, providing businesses with a single access point for global connectivity services while giving operators a direct link to enterprise customers.**



Surash Patel

Chief Revenue Officer
Proximus Global

Key insights



\$100 bn-\$300 bn

in connectivity and edge-computing revenue could be unlocked via network APIs within 5-7 years.

([McKinsey](#))



\$321bn to \$665bn

is the forecasted growth of the API market from 2023 to 2028.

([MarketsandMarkets](#))



94%

of organizations now use or plan to use public APIs, rising sharply from 52% in 2019.

([Gartner](#))

Enterprise IoT: Enter the eSIM orchestrator

Although eSIMs were first deployed in the automotive industry in 2014, **the consumer market is currently outpacing enterprise IoT in adopting the technology.**

There are several factors contributing to this, but the chief one is complexity. Setting up and provisioning eSIMs has traditionally posed a significant barrier to entry for the enterprise. While the consumer market has had standards and specifications for this since 2015, the counterpart for IoT devices is only being launched this year.

The arrival of SGP.32 will standardize IoT eSIM deployments and reshape the role of IoT connectivity providers.

It creates three distinct roles – network operator, reseller, and a brand new entity, the eSIM orchestrator. While companies like BICS have unofficially occupied this role, standardizing this will support the growth of the IoT ecosystem and give businesses more confidence to deploy eSIMs.

This change, set to expand IoT connectivity in 2025, paves the way for growth and innovation in the sector. However, experienced players must continue educating the market and change perceptions. eSIM technology is ready to support businesses in 2025 – but are businesses ready to embrace eSIM?



The arrival of SGP.32 will standardize IoT eSIM deployments, paving the way for exponential growth in 2025 – but are businesses ready to seize the opportunity?

Surash Patel,
Chief Revenue Officer,
Proximus Global

Key insights



32 bn

IoT devices projected worldwide by 2030, doubling from 16 bn in 2023.

([Statista](#))



14.1%

CAGR growth predicted for the global enterprise IoT market between 2024 and 2030.

([Grand View Research](#))

The travel eSIM race is heating up in 2025

2024 was the year 'travel eSIM' offerings first hit the market. These **enable consumers with eSIM-enabled smartphones to purchase connectivity for practically any country in the world**, often providing a **cheaper alternative to international roaming charges**.

While this type of service is in its early stages, it is set to truly take off this year as consumer awareness of travel eSIM and access to eSIM-enabled smartphones increases.

Aside from its benefit to consumers, the most significant factor with travel eSIM is how easy it is for businesses to launch. Since they don't require a 'home network', practically any consumer brand can offer and sell travel eSIM connectivity without prior telecom experience or infrastructure. This essentially democratizes connectivity and opens the door for a hugely competitive race to capture a share of the market - a race we will see play out in 2025.

Beneath the race between consumer brands and MVNOs lies another competition: travel eSIM enablers, such as BICS and Vodafone, provide the technical foundation that allows these consumer brands to launch their services with ease. While 2024 saw offerings for both services fly out of the gates, 2025 is where we will see certain brands truly start to pull away.



2024 marked the debut of travel eSIMs, democratizing connectivity and enabling any consumer brand to offer international connectivity without telecom infrastructure. The competitive race to dominate this market will intensify by 2025.

Surash Patel,
Managing Director,
BICS

Key insights



50%

of consumers are aware of eSIM. This figure has doubled in the last three years.

([GSMA](#))



Over 50%

of smartphone connections will use eSIM by 2028.

([GSMA](#))



\$2 bn to \$260 bn

is the forecast growth of the global Travel eSIM market size.

([Market.US](#))



Protect



Trust as job #1: Brands and consumers elevate trust as a top priority

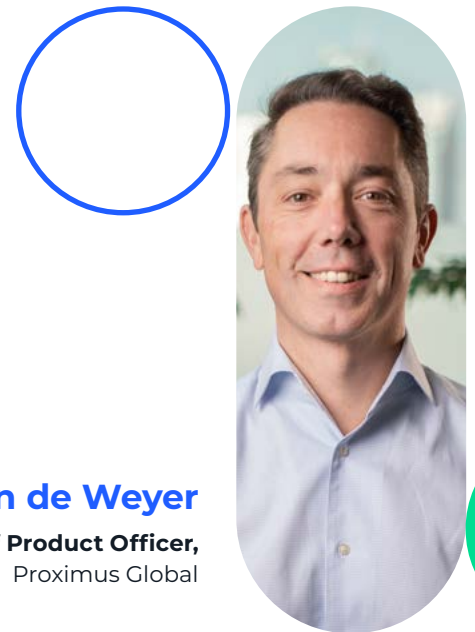
While trust has always been essential, it's quickly becoming the unseen currency of business. With rising consumer fear and anxiety around digital fraud year-over-year, getting this right will be critical in 2025.

Forward-thinking companies will make customer safety and protection central to their brand promise, creating seamless and engaging experiences that prioritize security and build deeper, more trusted customer relationships.

While it's encouraging that more consumers are taking steps to protect their data, fraudsters continue to exploit any vulnerabilities. While educating users on password hygiene and social engineering scams remains crucial, **as AI-driven attacks and deepfakes grow more sophisticated, businesses must act to stop threats before they reach consumers.**

Leading organizations will strike this balance by using AI and machine learning to **detect fraud in near real-time without disrupting the customer experience.** Meanwhile, consumers will mostly accept appropriate levels of friction for added protection around their data.

On a larger scale, growing consumer concern will push for stronger privacy regulations, reshaping digital identity security. At the corporate level, businesses will focus more on account integrity, ensuring users are who they claim to be.



Christophe Van de Weyer

Chief Product Officer,
Proximus Global

Key insights



61%

of consumers prioritize trust over all other factors in their interactions with companies.

(Qualtrics)



62%

of people say trust is essential when deciding whether to engage with a brand.

(Accenture)



Over 75%

of consumers won't purchase from organizations they don't trust with their data.

(Cisco)



8 in 10 people

now welcome enhanced security measures to safeguard their digital assets.

(Telesign)

Generative AI fraud and synthetic content will fuel the need for cybersecurity

The threat of AI-enabled fraud is set to rise this year, with spear phishing, deepfakes, and account takeover (ATO) attacks at the forefront. To combat these threats, **AI and machine learning-powered detection will play a critical role in predicting and preventing attacks before they cause harm.**

Advanced intelligence will enhance threat detection, response times, and the overall efficiency of digital infrastructure.

Significant resources will focus on **onboarding new users and verifying existing users' identities** to reduce fake accounts and curb the spread of misinformation and fraudulent content.

Reputational risks will intensify for individuals and organizations targeted by account takeovers and deepfakes shared in their names. Outdated cybersecurity measures and a lack of workplace awareness will also leave organizations increasingly vulnerable to deepfake fraud.



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Christophe Van de Weyer,
Chief Product Officer,
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Key insights



15%

GenAI will drive a **15% increase** in security software spending by 2025.

([Gartner](#))



17%

of **cyberattacks** and data leaks will involve GenAI technologies by 2027.

([Gartner](#))



67%

of **security leaders** report **GenAI has expanded the cyberattack surface** in the last year.

([PWC](#))



1 in 3

report experiencing **deep-fake attacks or scams** in the past year.

([ISMS.online](#))

The financial impact of data breaches & cybercrime will continue to skyrocket

Organizations grappling with an ever-expanding set of vulnerabilities will struggle to keep pace with advancing technology, increasing sophistication, and the growing frequency of attacks. Data breaches will perpetuate a cycle of escalating risk, as compromised data fuels more account takeovers, phishing, and scams—leading to even more breaches.

Leading organizations will **allocate additional resources to safeguard data**, protect systems, and ensure business continuity.

Embracing security-by-design principles will become critical, with protections integrated into new products and software from the outset.

The cost of breaches will continue to surge, with a growing percentage of companies facing class action lawsuits post-breach, amplifying both financial and reputational pressures. **Leadership attention and cross-functional collaboration will increase** as organizations aim for more effective risk mitigation.



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Yaunese Aazibou,
Chief Technology Officer,
Proximus Global



Key insights



The global cost of cybercrime is expected to surge in the next four years, rising from **\$9.22 trillion in 2024 to \$13.82 trillion by 2028**, which amounts to roughly 10% of the world's GDP.

([Statista](#))



In 2025, the global average data breach impact is also expected to rise. The cost reached an all-time high of **\$4.88 million in 2024**—a 10% rise over 2023

([IBM](#))



Breach-related class-action costs are expected to surpass regulatory fines by 50%.

([Forrester](#))



By 2028, 25% of enterprise breaches will be traced back to AI agent abuse from external and malicious internal actors.

([Gartner](#))



Engage



Customers accelerate the shift to Rich Media capable platforms

As RCS (Rich Communication Services) grows more popular, businesses will begin to adapt to this shift in customer communications. In 2025, we will see **more enterprises adopt rich media platforms** like WhatsApp, **or build their own rich media business messaging (RBM) tools.**

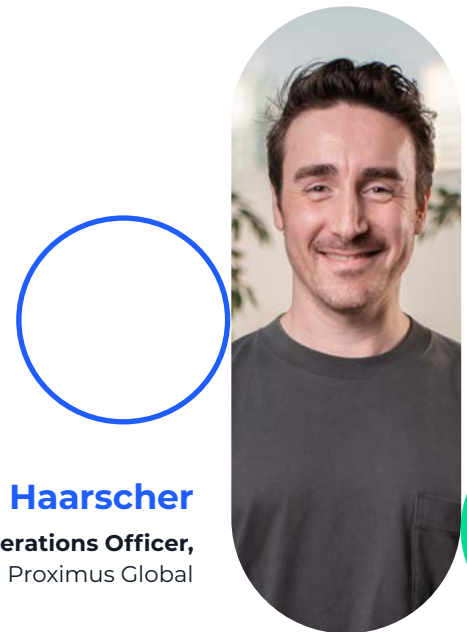
These platforms offer interactive and personalized messaging experiences, making them powerful tools for brands aiming to engage with customers.

With features like video carousels, quick replies, chatbots, and in-app transactions, rich media messaging is set to become the cornerstone of client communications.

While SMS will still play a role, businesses that move beyond static-text communication and invest in rich media platforms, combined with omnichannel integration, will deliver **seamless, consistent interactions that set them apart from the competition.**

The most exciting aspect of this shift is how it levels the playing field. Digital comms tools have become so advanced that **even a small business can deliver the experience you might expect of a global enterprise.**

As adoption surges in 2025, the race will be on to see which brands maximize these tools to reshape their customer experience.



Antoine Haarscher
Chief Operations Officer,
Proximus Global

Key insights



\$1.14bn to \$38.61bn

WhatsApp Business spending is set to skyrocket between 2019 and 2027.

[\(My Operator\)](#)



\$1.3bn to \$8bn

Telco revenues will grow by 2025 as iOS 18 integrates RCS, boosting CS traffic.

[\(Juniper Research\)](#)



98% open rates, 90% read within 15 minutes, and 45 seconds of user engagement:

RCS messages are achieving impressive results.

[\(Essendex\)](#)

The age of privacy-centric marketing strategies arrives

In 2025, earning consumer trust will be a key differentiator for customer engagement, driven by a growing emphasis on ethical data practices.

This goes far beyond meeting regulations like GDPR and CCPA, – **brands that prioritize transparent communication around data collection and use will set themselves apart in an increasingly privacy-conscious market.** This is another trend that will be impacted by channels like RCS and WhatsApp offering **more seamless opt-in and opt-out features**, enabling customers to update their preferences with ease.

For businesses, the path forward is clear: implement visible privacy controls, partner with compliant third-party providers, and use customer data responsibly to deliver personalized experiences without compromising trust.

While it may sound strange, in 2025, brands that master this balance may do so without their customers taking much notice. It is the businesses that get this wrong that might grab customer attention, for all the wrong reasons.



In 2025, earning consumer trust will be a key differentiator for customer engagement, driven by a growing emphasis on ethical data practices. Brands that prioritize transparent communication around data collection and use will set themselves apart in an increasingly privacy-conscious market.

Milind Pathak,
Chief Corporate Marketing Officer,
Proximus Global

Key insights



Transparent data collection is becoming a key focus in meeting evolving consumer expectations.



RCS and WhatsApp streamline preference sharing, making opt-ins and opt-outs effortless for users



75% of the global population's data is now protected under privacy regulations.

([SecureFrame](#))



91% of consumers prioritize **personal data protection**, highlighting the critical role of trust in retention.

([Genesys](#))

Gen AI to impact customer engagement strategies

While it's certainly generated plenty of conversation and hype up to this point, 2025 will be the year generative AI starts to truly make its mark on customer engagement.

Innovative providers will blend AI-driven automation with skilled agents to deliver more personalized, efficient, and adaptive customer experiences.

But getting this balance is key, over-automating or taking the human touch out of the experience will quickly lead to inefficient processes and unhappy customers.

When done right, generative and conversational AI offers businesses a way to **emulate natural human interactions, moving beyond static responses to real-time, responsive conversations.** This has the potential to greatly streamline workflows and empower agents to focus on more important complex, value-driven tasks.

By partnering with CPaaS providers and leveraging AI for proactive issue resolution and personalized engagement, businesses that strike the right balance will **enhance customer satisfaction while simultaneously driving operational efficiency.**



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Yaunese Aazibou,
Chief Technology Officer,
Proximus Global

Key insights



80%
of business and IT leaders expect gen AI to drive significant transformation in their industries in the next three years

([Deloitte](#))



81%
of contact center executives are investing in AI technologies to enhance agent capabilities

([Deloitte](#))



40%
AI-enabled customer service can reduce costs by up to 40%

([McKinsey](#))



60-80%
AI-powered chatbots can handle approximately 60-80% of repetitive inquiries, allowing human agents to focus on more complex tasks

([Ebo](#))

Conclusion

It's a statement that is true every year, but the world is only becoming more digital and interconnected – people with people, people with businesses, machines to machines. This brings huge opportunities to innovate the way businesses run, and crucially, how they engage with their customers.

In 2025, communications are set to become richer and more advanced. This will **push more traditional messaging channels toward the sidelines and force businesses to adapt their customer experience**. The line between what consumers expect from person-to-person communications and communications from businesses will continue to blur.

As digital experiences evolve, it is becoming non-negotiable that this is underpinned by **trust and security**. Consumers are aware of the risk of a rapidly evolving digital world and are not willing to compromise when it comes to their privacy and security. In 2025, this will increasingly be a factor in where consumers place their brand loyalty. Despite the constant push for more seamless experiences, this is the area where consumers will make exceptions - they are prepared to accept a little more friction for the sake of security.

By forging meaningful connections across channels, safeguarding trust through robust security measures, and creating engaging, personalized experiences, businesses can not only meet but exceed the expectations of the modern consumer.



Milind Pathak

Chief Corporate Marketing Officer,
Proximus Global

Proximus Global, combining the strengths of Telesign, BICS, and Route Mobile, is transforming the future of communications and digital identity. Together, our solutions fuel innovation across the world's largest companies and emerging brands. Our unrivaled global reach empowers businesses to create engaging experiences with built-in fraud protection across the entire customer lifecycle. Our comprehensive suite of solutions – from our super network for voice, messaging, and data, to 5G and IoT; and from verification and intelligence to CPaaS for personalized omnichannel engagement – enables businesses and communities to thrive. Reaching over 5 billion subscribers, securing more than 180 billion transactions annually, and connecting 1,000+ destinations, we honor our commitment to connect, protect and engage everyone, everywhere.

Learn more at proximus.com/proximus-global



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