Open Innovation Catalysts tm forum

AI-enhanced digital twins for best NPS network – Phase II

Empower CSPs to proactively manage and improve NPS through converged data and AI technologies.

The solution:

Customer satisfaction is crucial in the ultra-competitive telecommunications industry. Yet traditional customer satisfaction management struggle to identify root causes behind customer dissatisfaction. This Catalyst will improve vital metrics such as Net Promoter Score through AI, digital twins, and big data to proactively monitor and manage network issues through intelligent automation.

Addressing the challenge:

Even data-driven NPS requires stronger operational alignment across culture, structure, workflows, and skills. GenAI integration is now essential for cost-effective, complex customer needs.

Two-phase solution:

Phase 1: Established unified NPS metrics across product, network, and service domains (without breaking silos).

Phase 2:

- Creates a formal NPS Governance Team for closed-loop resolution.
- Uses GenAI to break down departmental silos and enable predictive insights.
- Applies AI-driven digital twins to optimize customer journeys.

Outcome:

Converts NPS from a passive KPI into an active governance tool, with pilot results showing reduced churn, better reliability, and stronger customer retention.

Vodafone Türkiye prioritizes NPS as a core KPI, leveraging TM Forum's assets to shape its organizational culture and develop a human-centric NPS methodology for sustainable customer experience improvement. aiming to scale this AI-driven NPS innovations across Vodafone Opcos.

Başar Günyel
Network Quality Senior Manager

vodafone

Business impact:

Drives **23.3%** revenue growth, **60%** cost cut, **40%** efficiency boost, **90%** churn accuracy, **72h → 18h** resolution, **12t CO_2** savings annually.

Champions:

AIS, 中国移动 China Mobile, entel, Globe, Telkomsel by Telkom Indonesia, stc, vodafone

Participants:

凯通科技 CANTONE TECHNOLOGY, HUAWEI, 灵长智能 PRIMFORCE

Find out more:

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