Open Innovation Catalysts

AI-powered end-to-end solution for customer experience

Bringing the customer back into the center of the CSP decision making by proactively addressing their connectivity issues

The solution:

This Catalyst is building a solution to optimize telecom infrastructure spending by empowering customers with blockchain-secured data sharing. They can gather anonymous connectivity insights, compensate users, and use AI to fix problems, ensuring CSPs invest where it counts.

Addressing the challenge:

Anonymous, Real-Time Data Collection: Continuously gathers connectivity insights (e.g., coverage, latency, capacity) from end-user devices while ensuring privacy through DePIN Blockchain and incentivizing users with rewards.

Lightweight & Sustainable Approach: Minimally impacts user data plans and network load, offering a cost-effective and energy-efficient method to collect customer experience data.

Holistic, Actionable Insights: Combines user and network data to detect bottlenecks, spot trends, prioritize issues, and enable proactive decisions — reducing churn and improving customer satisfaction.

> NTT Group will detect where improvements are needed at an early stage and implement appropriate measures quickly in order to achieve the No. 1 position in Japan in terms of mobile network experience assessment.
>
> This Catalyst project has built an end-to-end solution for collecting real customer connectivity insights, using AI and machine learning, and token economics on Blockchain to troubleshoot any connectivity issues and correlating this with network-based data. We will can now bring the customer back into the centre of the CSP decision making by addressing proactively their connectivity issues.

Takatoshi Okagawa
General Manager, R&D
Strategy Department

Business impact:

Proactive customer issues resolution aiming to **10-15% improvement** in customer retention and **15-20% savings** in OPEX.

Champions:

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Participants:

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