Open Innovation Catalysts

Beyond Chatbots: Hybrid AI for fully automated proactive customer care – Phase II

Empowering tomorrow's telecom: Driving innovation with Generative AI and AI/ML for proactive customer engagement and seamless digital excellence

The solution:

This Catalyst project seeks to enhance CSPs' customer loyalty efforts by harnessing the power of Generative AI (GenAI) and other AI advancements. By developing a refined "Intent and GenAI Factory", the project solution can anticipate and deeply analyze customer interactions, and fulfill customer needs with precision, paving the way for seamless service delivery, and long-term value for telecom providers and their customers.

Addressing the challenge:

This Hybrid AI solution combines predictive and generative AI to move customer care from reactive to proactive.
- **Predictive AI** anticipates customer needs, while GenAI delivers personalized, real-time responses.
- By **learning across customer segments**, it enables context-aware outreach—like proactive troubleshooting and next-best actions—before a customer reaches out.
- **Fine-tuned for telecom**, it enhances experience, cuts support costs, reduces churn, and augments human capabilities with scalable, intelligent engagement.

> "By training GenAI Agents to understand both technical breakfix and productive interaction with people, we rewrite the script on how unmet expectations are dealt with, and how quickly and fluidly we can rectify such a malady. For telecoms specifically, this is not only about delivering the promised value to the customer; Optimal working of our services is critical to people's life satisfaction. Of course, we automatically resolve network centric issues, but now we can easily help customers fix and optimize their services where action needs to be taken by them.
>
> I'm certain this application will have huge impact in any industry and sector, where customers and citizens rely on a centralized provider and human resources will always be limited, due to cost constraints."

Reid Hauke
Enterprise Architect

Telia Company

Business impact:

Achieving **30% better service, 80%+ satisfaction & double-digit upsell** through scalable, automated, agent-powered support.

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