

GenAI proactive customer care for 5G monetization

Increasing revenue by using AI, 5.5G, and GenAI to enhance service quality and deliver real-time hyper-personalized experiences, boosting NPS.



The solution:

This Catalyst combines genAI and 5G to transform contact centers into real-time, omni-channel experience hubs. By enabling proactive, media-rich support and intelligent automation, it turns customer care into a strategic asset for next-generation networks.



Addressing the challenge:

- **Enhanced Customer Experience with 5G:** Combines voice, video, and data for richer interactions and real-time service quality monitoring.
- **AI & LLM Integration:** Uses conversational AI and Large Language Models to overcome language barriers, automate issue resolution, and enable proactive sales.
- **Next-Gen Contact Centers:** Fuses 5G and AI for real-time, hyper-personalized experiences, creating major growth opportunities for CSPs.
- **Key Enabler:** Success depends on redefining architecture and standardizing interfaces through a collaborative, innovative approach.



First, we want to use 5G to move from traditional Contact Center interactions based on voice towards innovative ways that combine multi-modal channels, all in a seamless way and within the same interaction.

Imagine this: A customer calls asking about a new service. Instead of just a voice interaction, our virtual assistant using AI can understand what the customer needs, can display a hyper personalized video explaining the service, can open the web channel on the mobile screen of the customer, can guide the customer throughout the purchase process, can send the contract via WhatsApp and the customer can even sign the contract digitally on his mobile screen. If needed, the customer can be transferred to a human agent anytime. All this within a single interaction, with seamless multi-modal journey, and without losing context.

We also want to integrate Gen-AI capabilities to anticipate customer needs and proactively suggest hyper personalized offers at the precise moment, creating a truly customer-centric experience."

Luis Díaz
Solutions Architect



Business impact:

Gain 5% new revenue by offering hyper personalized recommendations and reduce customer churn by **30%** with **improved customer service**.

Champions:



Participants:

