

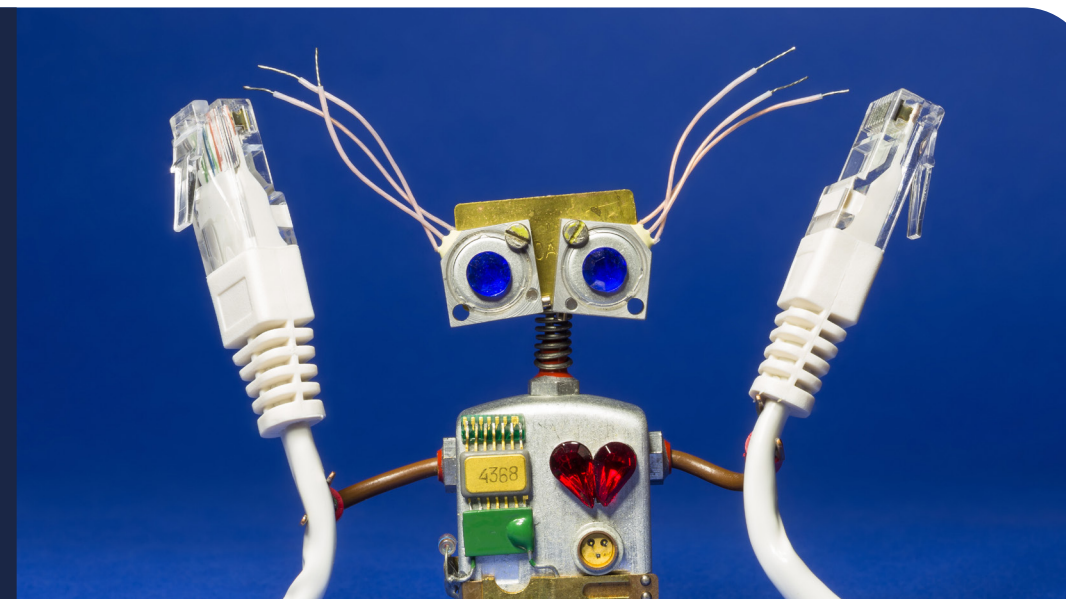
Intelligent fixed broadband operations

Experience-based operations boost customer satisfaction and improvement



The solution:

This Catalyst is using AI to enable CSPs to optimize the marketing, reliability and efficiency of their home broadband services. By providing CSPs with new insights, the project can reduce operating costs, improve customer experience and increase return on investment in fiber networks.



Addressing the challenge:

The project proposes a comprehensive solution centered around data-driven insights and advanced AI.

- The solution utilizes Huawei's NetLIVE platform to gather insights into user preferences and behaviors. This data will help optimize service offerings and identify upselling opportunities.
- It implements key metrics like the Customer Experience Index (CEI) and Net Promoter Score (NPS) to enhance service quality systematically.
- The solution also integrates digital twin technology for efficient resource management and employs real-time analytics for proactive network management, ensuring a consistently high-quality user experience while reducing operational costs.



The CEI & NPS Fitting initiative has transformed customer satisfaction, achieving a 27% increase in NPS scores among our users. By leveraging AI to provide contextual insights, we enhance both customer and employee experiences. This data-driven approach allows us to address real-time needs, making our services smarter and more efficient. We're setting a new industry benchmark for automated solutions that directly impact satisfaction and operational efficiency, demonstrating how technology can drive meaningful improvements across the telecommunications landscape.

Ashvir Singh

Senior Specialist of Special Project and Network Quality



Business impact:

20% increase in marketing success rates
reduces operational costs by 5%
improves service provision efficiency by 15%
increases ARPU by 10%

Champions:



Participants:

