Open Innovation Catalysts

Mighty Minions: Unleashing domain-specific GenAI via SLMs – Phase III

GenAI: CSP Revolution

The solution:

This Catalyst equips CSPs with a structured framework to deploy small language models (SLMs) across edge environments—providing scalable, low-latency AI tailored to specific business needs. By combining genAI, federated learning, and low-code interfaces, it enables domain-specific intelligence where it matters most—at the edge, in real time.

Addressing the challenge:

Agentic AI with SLMs: Introducing an Agentic AI module using Small Language Models to autonomously handle telecom customer service tasks, reducing human workload and costs.

Autonomous, Context-Aware Interaction: Going beyond scripted chatbots by perceiving context, making decisions, and executing multi-turn actions across common call types (e.g., network issues, billing, upgrades).

Scalable, Integrated, and Private: Integrating with CRM/OSS/BSS systems for real-time, personalized responses; uses SLMs for low latency, on-prem deployment, and privacy; includes closed-loop learning for continuous improvement.

> " The most important direct benefit of this project is the transformation of telecom call center operations from a labor-intensive model to an AI-augmented hybrid workforce. By offloading up to 40–60% of basic call handling to Agentic AI, telcos can achieve measurable reductions in Cost to Company (CTC) without compromising customer experience. This transition not only improves efficiency but also repurposes human agents toward higher-value, complex tasks and proactive outreach — enhancing overall workforce productivity.
>
> For the wider telecommunications industry, this project sets a blueprint for scalable, low-latency Agentic AI adoption using Small Language Models.

Prasad Jayasinghe
Head of Software Engineering,
Ezecom

Business impact:

Transform telecom contact centers with Agentic & GenAI.
Cut costs, improve CX, boost growth via intelligent automation & personalization.

Champions:

cellcard · ECONET Wireless · elisa · Omantel عمانتل · tpg TELECOM · turk net · verizon

Participants:

AXIATA DIGITAL LABS · TCS TATA CONSULTANCY SERVICES · 6D Technologies® Smart Ideas, Delivered · INFOVISION

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