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State of GenAI In TELCOS TODAY

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Today, telcos are implementing GenAI in a range of modes; employees are using open source LLMs, they are internally training models for specific use cases and also deploying vendor models. However, the investment in GenAI remains below 20% of the AI/ML spend.

Things impeding progress include:

Concerns of GenAI going native and being left to interact with customers unsupervised	Cost and environmental sustainability of the potential future AI compute required
Ongoing and potentially onerous regulations that are costly and stifle innovation	An unanswered question as to who owns the regulatory burden in an open source LLM when it is used by a Telco

But all of this has not stopped practical experience with GenAI growing in both telcos and vendors. A 2024 Nvidia survey found that investing in customer experience optimization was the most popular AI use case for 2023 (49% of respondents). The survey also indicated that for GenAI customer service and support were the most popular investments.

Telco Use Cases for GenAI

Charlotte Patrick, Telco Industry Analyst advises Telcos of use cases that will have the highest impact. The ones highlighted have the greatest impact on the customer experience.

High Impact GenAI Use Cases for Telcos

Chat bots, IVR, digital assistant response improvement – improved response to questions, human intent recognition, sentiment analysis	Improved human interactions – sentiment analysis, translation, customer profiling	Code and API creation – creating code snippets, APIs and supporting documentation
Content creation including text, images, video, audio, 3D	Knowledge stores – summation of complex documents, creation of knowledge articles	Validation and testing – test data creation, adversarial testing
Declarative instructions	Generative multi-agent systems	Synthetic data generation and data augmentation (improving data sets with additional data)

Charlotte Patrick claims "the value of GenAI for the customer experience comes from human interactions with new capabilities particularly in supporting the efficacy of contact center agents."

Learn more

Pdf with Podcast Link

GenAI for High Impact and Improving the Customer Experience

Read More

GenAI High Impact Use Cases

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