

GenAI for High Impact and Improving the Customer Experience

Charlotte Patrick, an Independent Analyst covering AI, Automation and Analytics for Telco Discusses Drivers, Barriers, and Use Cases for GenAI



Listen now



"A good deal of the value from GenAI will come from improving the experience of both customers and employees, as they interact with telco systems."

- Charlotte Patrick, Independent Telco Analyst

Although less than 20% of Telco investments in AI/ML are budgeted for Generative AI, practical experience and the number of use cases is growing rapidly with a range of new investments and use cases in customer service and support.

"Creating GenAI models that work without hallucinations will be possible via a range of mitigation techniques and the use of a mix of models; but it will be complicated and expensive", stated Charlotte Patrick,

Charlotte also reported progress within Telco being impeded by

- 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

That said, there are growing number of use cases that will have a significant positive impact customer experience.

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." For example, GenAI can monitor customer intent to track the primary reasons customers contact the business and categorizing them. This enables the customer service team to prioritize improvements in

the contact center journey. GenAI can also generate conversation highlights to enable agents to be "present" on the call and reduce human error when creating post-call notes. Lastly, contact center agents are usually keen to finish a call and may tick a box randomly at the end of the call; GenAI can be used to anonymized transcripts of those calls for feeding into a summarization engine which provides a more accurate diagnosis of the issue and better tracking.

Other high impact use cases that Charlotte believes will have a high impact include:

- **Content creation including text, images, video, audio, and 3D**
- **Knowledge store optimization through the summation of complex documents and creation of knowledge articles**
- **Code and API creation – with associated documentation**
- **Declarative instructions**
- **Generative multi-agent systems**

Tier 1 MSOs are using the Vitria AIOps Solution to leverage GenAI, and GenAI-Based ChatOps to accelerate incident response and resolution. These are high impact use cases that not only improve the customer experience but decrease operational cost.

Results are achieved by:

- Breaking down organizational silos and improving cross-team alignment eliminating, miscommunications and eliminating time consuming ticketing ping pong between teams.
- Determining the likely fix for incidents by quickly analyzing large datasets and recognizing data patterns that may not be immediately apparent to humans.

“With VIA AIOps, GenAI models are trained on incident tickets, war room chats/transcripts, and knowledge bases to determine likely fixes for incidents.”

Charlotte Patrick

In Conclusion

Charlotte Patrick stated “GenAI doesn’t solve all problems, but there are some interesting new solutions to age old customer experience issues ... with a particular sweet spot where there is a lot of complex information processed such as in the contact center and the network.”



About VIA AIOps

VIA AIOps delivers the process automation capabilities required to transform operations and dramatically lowers cost. VIA delivers intelligent automation from a powerful platform that combines AI, analytics, and machine learning in real time. VIA provides Telcos with a modern operating model that reduces costs and enables a superior customer experience to support a leaner, more efficient, and effective operations staff.

