

GenAI High Impact Use Cases

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



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"GenAI doesn't solve all problems, but there are some interesting new solutions to age old customer experience issues particularly where there is a lot of complex information processed such as in the contact center and networks.

- Charlotte Patrick, Independent Telco Analyst

State of GenAI today in Telcos

Today, telcos are implementing GenAI in a range of modes. Employees are using opensource LLMs and they are internally training models for specific use cases as well as deploying vendor models.

Things impeding progress include:

- Concerns of GenAI going native and being left to interact with customers unsupervised
- Ongoing and potentially onerous regulations that are costly and stifle innovation
- Cost and environmental sustainability of the potential future AI compute required

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 advises Telcos of use cases that will have the highest impact. The points below summarize these. The ones highlighted in green have the greatest impact on the customer experience.

- **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**
- **Knowledge store optimization through the summation of complex documents and creation of knowledge articles**
- **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 system**
- **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.” For example, GenAI can monitor customer intent to track the primary reasons customers contact the business and categorize 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.

Vitria, a vendor of AIOps that leverages generative AI in their AIOps solution described two high impact use cases that markedly improved the customer experience by reducing response and resolution times to service issues.

The first Vitria use case integrates ChatOps with GenAI to shorten the communication feedback loop between siloed operations teams. Siloed teams that communicate through ticketing systems often leads to ticket “ping-pong” between teams resulting in longer mean times to repair and restore. Vitria’s ChatOps functionality provides complete “Situational Awareness” of ongoing and proactive problems and incidents across IT operational teams with data driven insights. The symptoms, causes and impacts are easily and efficiently communicated across teams

The next use case leverages GenAI in Vitria’s VIA AIOps solution to recognize patterns in data that are not immediately apparent to humans. GenAI models are trained on incident tickets, war room chats/transcripts, and knowledge bases to determine likely fixes for incidents. This solution has eliminated days of manual, labor-intensive analysis pouring over vast amounts of unstructured data.

Conclusion

GenAI doesn’t solve all problems, but provides interesting new solutions to customer experience issues. The sweet spot is in the processing of a lot of complex information as occurs in the contact center and networks – where models can improve the quality of knowledge coming from this information.

To enable GenAI to function efficiently there must be good quality data and training of the model. The pedigree of the vendor in these areas is crucial, and due diligence must be done before vendor engagement and solution acquisition.

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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.

