Digital Maturity: The Rail Lines Guiding the Telco GenAI Train

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Operating customer-facing AI applications cannot drive high ROI without the digital foundations underneath to guide customer journeys. Like railroad tracks that guide a train for a smooth passenger journey, when AI kicks off a customer journey or enhances it, the digital pathway must be in place to ensure the customer experiences a smooth "ride" with little to no friction.

Mobile operators require a digital approach to customer device-related journeys called "digital device lifecycle management" or "dDLM." There are three core principles that dDLM delivers, built around capturing mobile device intelligence and its transfer between channels. Together, they lay the tracks for AI.
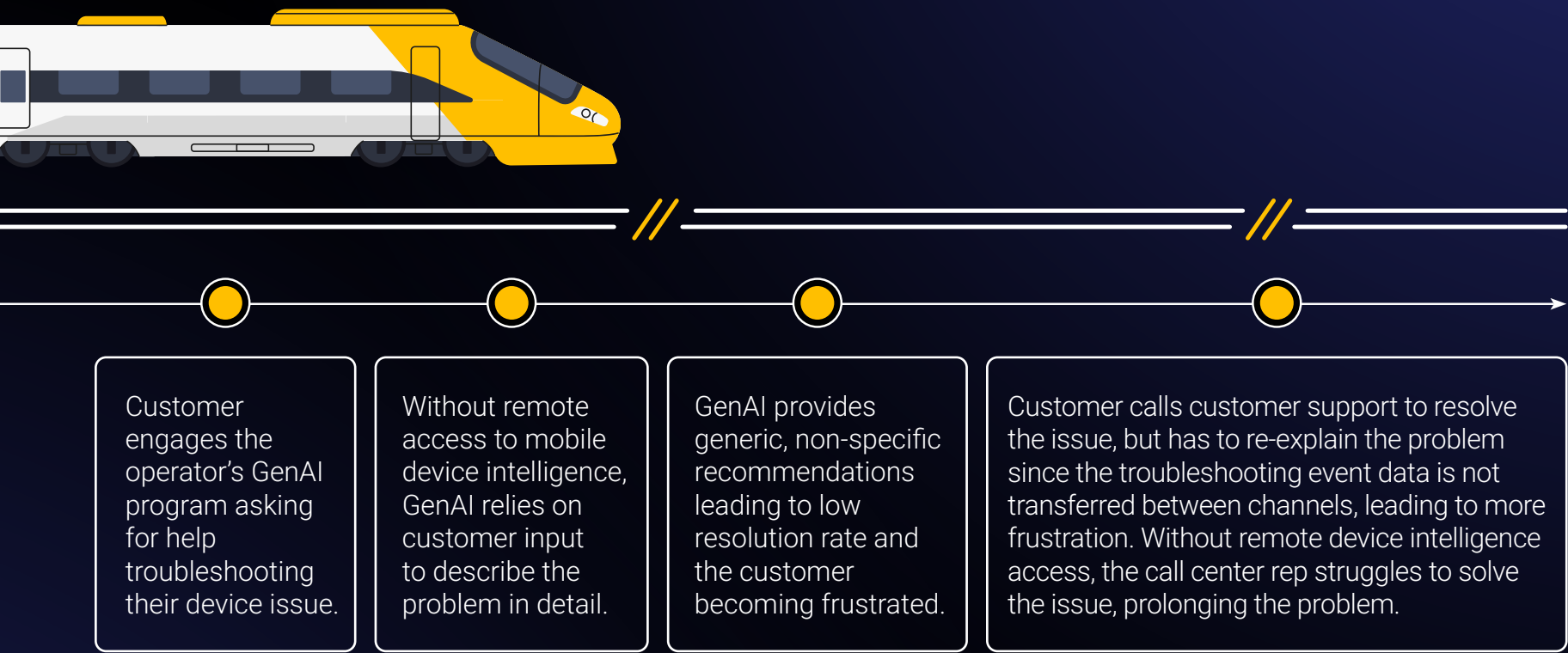
Remote Intelligence	Channel Consistency	Device History Awareness

AI without dDLM
Device Care That's Slow, Frustrating, Unresolved

Customer engages the operator's GenAI program asking for help troubleshooting their device issue.

Without remote access to mobile device intelligence, GenAI relies on customer input to describe the problem in detail.

GenAI provides generic, non-specific recommendations leading to low resolution rate and the customer becoming frustrated.

Customer calls customer support to resolve the issue, but has to re-explain the problem since the troubleshooting event data is not transferred between channels, leading to more frustration. Without remote device intelligence access, the call center rep struggles to solve the issue, prolonging the problem.

AI with dDLM
Device Care That Reaches an Optimal Resolution Quickly

Customer engages the operator's GenAI program asking for help troubleshooting their device issue.

GenAI runs comprehensive diagnostic test and captures robust data on device performance and configuration info.

GenAI provides hyper-specific recommendations to customer, but recognizes problem is more complex, transferring interaction to call center.

Call center rep picks up where GenAI left off, and with remote access from diagnostic tests, helps the customer resolve the issue quickly.

MCE's dDLM platform allows mobile operators to deliver seamless customer experience for device-related journeys – from onboarding to troubleshooting to trade-in – and apply AI purposefully for fast paybacks.

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