

The ROI of AI lies in delivering customers a better experience at key moments across the mobile device lifecycle, which inevitably leads to monetization opportunity and ability to reduce cost of service. With digital device lifecycle management (dDLM) as the foundation, Applied AI empowers operators to act proactively and resolve issues quickly and properly, driving measurable CLV impact. Let’s take a glimpse into how Applied AI looks within a chatbot framework in an operator’s mobile app.

Jeff’s lifecycle with Applied AI

Onboarding

Jeff receives a new device and starts the activation in retail



Jeff is engaged by an AI-driven chatbot in the myOperator app to help him resolve the issue. The app’s embedded diagnostic technology runs several performance tests in minutes and concludes it’s user error, providing Jeff insight into how to better use the device.

10-20% cost to service reduction

Retention

Jeff’s contract approaches expiration. He’s had the device for 2 years and 7 months.



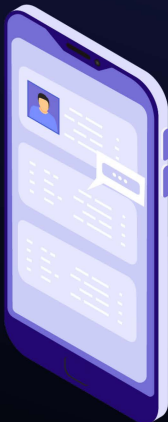
Jeff is engaged by an AI-driven chatbot during the initial 7 days he has his new device. Based on key device intelligence indicators – make and model information, and diagnostic and cosmetic condition– he is offered insurance with a precise quote.

+6 NPS

+\$14 ARPU

In-life

Jeff is having a device issue after a year and a half of owning it. He opens the operator app to troubleshoot it.



Jeff opens his app to pay his monthly bill and is engaged by the myOperator app’s AI-driven chatbot. Given that his device is getting older and has previously had issues, Jeff is enticed with a marketing promo offer to trade-in his old.

+5 NPS