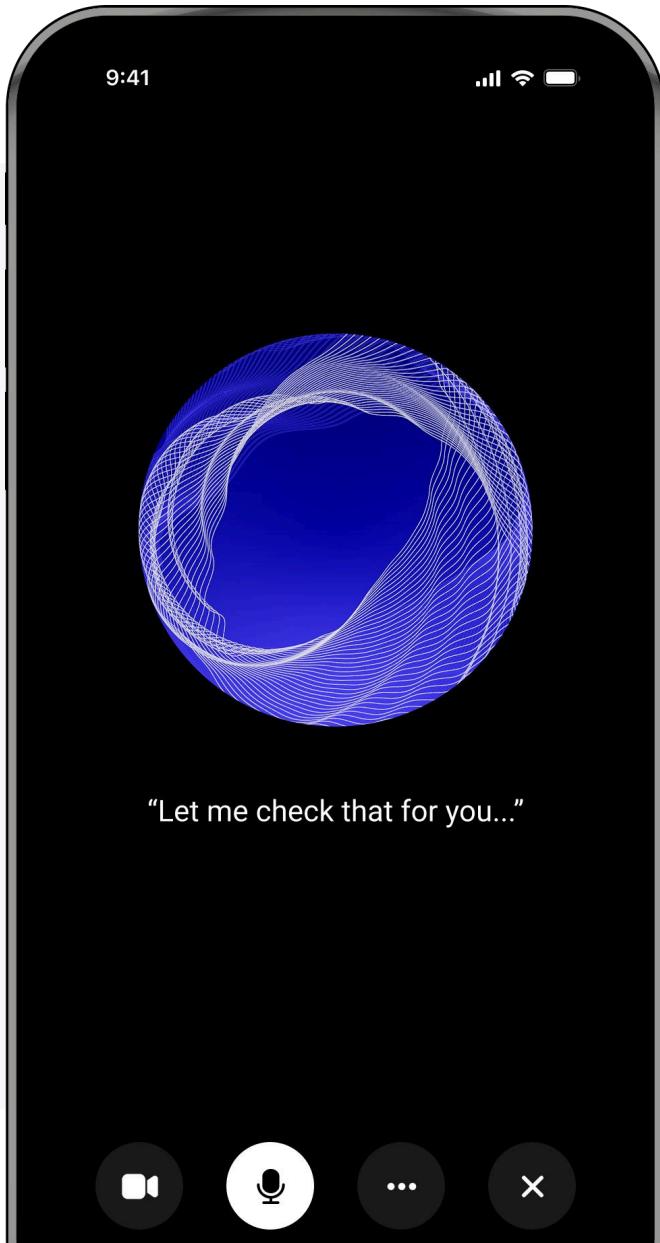


Agentic AI for Your Telco: The 3 Attributes for Success

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Agentic AI is a leading conduit to improve customer engagement with the mobile operator's products and service. And it can sit right the operator's on-device mobile app. Below are your three characteristics needed for any customer-facing, Agentic AI virtual agent to deliver on your telco's business goals.



Goal Oriented

Operates with clear intent that matches business objectives. The AI agent works to expand engagement within customer base and initiate commercially-driven opportunities.

Autonomous

Acts with reason and persistence and then learns and owns the outcome. It initiates interaction with customers and triggers recovery the moment risk appears.

Orchestration-Capable

The agent plans multi-step paths across systems and connects several data points from different systems to achieve goals. Journeys are always managed end-to-end, with smooth channel hand-off.