

Your Telco AI Expedition Prep Guide

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3 Necessities Before Starting an Applied AI Project for Customer Experience

AI is the new trail everyone wants to get on, with 97% of telco executives indicating that they are either assessing or have adopted AI. However exciting the path toward long-term AI and its ROI may be, any trek requires the right prep and groundwork. Here are three key considerations to start off with.

1

Find Your Focused Destination

The journey to enterprise-wide telco AI is not a short one. It can be overwhelming to start too big. Rather than start with a massive enterprise-wide integration of AI with a risk of low ROI, start by identifying a focused use case – a peak you can reach. Prove the use case, reach your summit and then expand.



2

Grab Your Trusted Guide

Reaching the first summit and then venturing onward takes having the right guide to show you the ropes. Forty-three percent of telco executive respondents said AI expertise was an obstacle to AI adoption at scale. Mobile operators should partner with vendors who understand deeply both the telecoms ecosystem and AI, not either or, and have a long-term vision/roadmap.



3

Get Yourself the Right Gear

No adventure starts without the right gear and supplies in hand. Same goes for AI applications. They require not just a lot of data, but the right data. To enhance mobile device-related customer experience, mobile operators require the ability to capture several key data points, from diagnostics to configuration info to cosmetic condition data.

