

CASE STUDY

AI - VOICE ASSESSMENTS

Introduction

In the dynamic landscape of the telecommunications industry, the relentless pace of technological advancement necessitates continuous modernization. For a major telecommunications provider, the imperative to not only keep pace but to outpace competitors is paramount. This requires a strategic focus on modernising operations, infrastructure and refining processes to deliver unparalleled customer experiences and maintain a competitive edge in an ever-evolving market.

Challenges

The impending switch-off of ISDN services in the UK by the end of 2026 presents a formidable challenge for the major telecommunications provider. With just under two years remaining, the task of transitioning thousands of customers to a new, modern voice service looms large. Failure to achieve this transition not only risks significant revenue loss but also threatens the provider's market position. The urgency of this situation underscores the necessity for a robust solutions and enhanced transition services, ensuring that the provider meets this critical deadline and secures its future in the telecommunications landscape. Failure to do so will have a huge impact on revenue loss.

Proposed Solution

To address these challenges, the provider proposed an AI-driven solution. This involved leveraging AI technologies and Microsoft Power Apps to streamline voice assessment and customer transition processes. Key components included AI-driven voice assessments, centralized information systems, and AI support tools.

Use Case

The major telecommunications provider's transition from ISDN to modern voice services serves as a compelling use case for the application of AI-driven solutions in the telecommunications sector. By employing AI technologies, the provider can automate and enhance the accuracy of voice assessments, significantly reducing the time and resources required for customer interactions to transitioning from ISDN to new voice services.

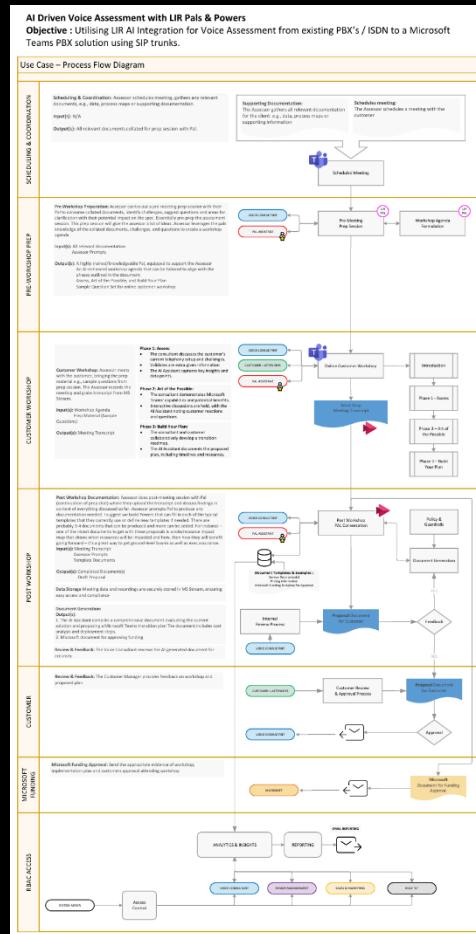
This approach not only streamlines operations but also improves customer satisfaction by minimising future disruptions by using the latest voice services.

The use case demonstrates how AI can be leveraged to address complex logistical challenges, ensuring a seamless voice assessments to transitioning thousands of customers while safeguarding revenue streams and maintaining competitive advantage.

Implementation Plan

The implementation plan was structured in phases to ensure a smooth transition:

- **Pre-Workshop Preparation:** Setting the groundwork for the transition with necessary tools and resources.
- **Workshop Execution:** Engaging stakeholders in workshops to align on objectives and processes.
- **Post-Workshop Activities:** Continuous support and optimization using AI tools to maintain efficiency.
- **Reporting & Analytics:** As the final phase, this step involves leveraging advanced analytics to monitor progress, forecast revenue, and identify new opportunities in emerging domains such as digital workplace and cyber security. Additionally, it provides valuable trend information to the marketing team, enabling them to run targeted campaigns and capitalize on new market opportunities.



Results and ROI

The integration of AI solutions is expected to significantly enhance operational efficiencies, with improvements of up to 90%. This strategic approach focuses on retaining revenue from the thousands of customers transitioning from ISDN to modern voice services. By streamlining processes and minimizing disruptions, the provider can maintain its customer base and secure its market position, ensuring long-term sustainability and success. The expected ROI for this use case is 800% and revenue retention of over £100M per annum.

Conclusion

This singular use case of transitioning from ISDN to modern voice services exemplifies the transformative potential of AI-driven solutions for the Major Telecommunications Provider. By successfully implementing this model, the provider not only secures its current revenue streams but also establishes a scalable framework that can be adapted to other domain products and services. The core methodology of leveraging AI for assessments and process optimization remains consistent, regardless of the area of expertise. This adaptable model empowers the provider to address diverse challenges across various sectors, ensuring continued innovation and leadership in the telecommunications industry.