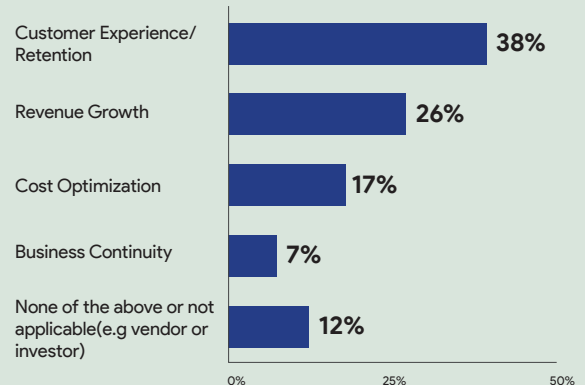# Transforming Telecom Engagement with Alepo's Generative AI Solution

Introduction

In today's rapidly evolving tech landscape, generative AI empowers telecom operators to introduce new levels of efficiency and accelerate their transformation into a digital-first enterprise. By harnessing the power of generative AI, operators can revolutionize their engagement and operations, elevate customer experiences, and unlock new levels of creativity and efficiency. The use cases for customer-facing innovation, human agent productivity enhancements, back-office improvements, and network automation constantly expand, requiring a robust solution catering to this exciting technology.

According to McKinsey, generative AI can increase customer care productivity by as much as 45%[1]. This promising statistic underscores the transformative impact of generative AI in the telecom industry. Additionally, Gartner's recent research[2] highlights the key focus areas of generative AI initiatives, including customer experience (CX) and retention, revenue growth, cost optimization, and business continuity. With increasing competition, rising customer expectations, and the ongoing digitalization of the telecom sector, adopting generative AI has become necessary for telcos seeking rapid success and a competitive edge.

Primary Focus of Generative AI Initiatives

Focus Area	Percentage
Customer Experience/Retention	38%
Revenue Growth	26%
Cost Optimization	17%
Business Continuity	7%
None of the above or not applicable (e.g vendor or investor)	12%

gartner.com

Source: Gartner
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Gartner

1. https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier#introduction

2. https://www.gartner.com/en/topics/generative-ai

Alepo's Generative AI Solution

To unlock the transformative power of artificial intelligence (AI) and accelerate business growth, success, and revenue for its operator clients, Alepo introduces its Generative AI solution. At the heart of our generative AI offerings is FifthElement.ai, a state-of-the-art platform explicitly designed for telecom operators. Its core offerings include AI Virtual Agent and AI Agent Assist. By leveraging Alepo's Generative AI solutions, operators can harness AI's true potential to revolutionize customer interactions with contact centers and agents, automate workplace functions, and enhance customer engagement, experience, and satisfaction.

Solution Features

Comprehensive AI-Powered Suite

Streamlines and optimizes telco operations with FifthElement.ai's robust product suite, offering AI-powered applications for enhanced efficiency in various business areas, from customer support to billing and workforce management.
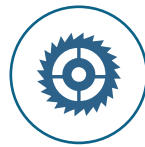
Customizable Generative AI Assistants

Helps build highly personalized virtual assistants from scratch, tailored to unique telco needs, optimizing operational efficiency and streamlining business processes. Helps create assistants that reflect your brand's voice and deliver exceptional CX.

Unlock Hidden Business Potential

Empowers telco's AI virtual agents to identify monetization opportunities that may go unnoticed by human eyes. Enhances business potential with personalized, humanized interactions and tailored marketing strategies for each customer.

Modern Cutting-Edge Solution

Includes cutting-edge next-gen generative AI virtual assistants powered by advanced NLP and machine learning algorithms, revolutionizing customer interactions and support by understanding and responding to real-time queries and requests.

Digitalization of Business

Facilitates the digital transformation of telco businesses with Alepo's Generative AI solution, automating and optimizing key processes such as service delivery, customer onboarding, billing, self-care, personalized sales, support, and more.

Plug-and-Play Innovation

Integrates Alepo's ready-to-use AI innovation with telcos' system to automate tasks, increase efficiency, and unlock new revenue streams. Enhances agility, accelerates TTM, and meets evolving customer demands with ease.

Automation of Tasks

Drives operational excellence by automating routine tasks, generating actionable insights, enabling efficient team collaboration, saving time and costs, reducing manual effort, and increasing overall business growth and productivity.

Personalized Assistance

Offers intuitive cutting-edge AI virtual agents and adeptly handles various inquiries, enhancing customer satisfaction, reducing service costs, and substantially improving the overall customer experience with efficient and accurate support.

Advanced Customer Insights

Lets you dive deep into unstructured data to achieve operational efficiencies, personalized services, and effective marketing strategies, delivering experiences tailored to each customer's preferences and transforming engagement and satisfaction.

Flexible Deployment & Support

Provides flexible deployment options, including SaaS, virtual private cloud (VPC), on-premise, and hybrid to meet enterprise-specific operational needs. Professional services and 24/7 support ensure smooth implementation and maximize solution value.

AI Adoption Accelerator

Helps future-proof telecom businesses by seamlessly incorporating gen AI technology into operations using FifthElement.ai's productivity suite. Maximizes efficiency, cost savings, and service improvement to stay ahead of the competition.

Personalized User Experience

Transforms customer engagement with generative AI-powered assistants that provide personalized and human-like conversations, revolutionizing the user experience and differentiating businesses in a fiercely competitive market.

Solution Benefits

- Optimizes processes, automates routine tasks, enhances efficiency, and streamlines operations, improving operational costs.

- Enables personalized interactions to enhance engagement and satisfaction and elevate the overall customer experience and loyalty.

- Identifies upselling and cross-selling opportunities, helping telecom operators grow their ARPU and business revenue.

- Extracts actionable insights from unstructured data, empowering operators to tailor customized services and marketing strategies.

- Scales and adapts to evolving customer demands, ensuring seamless telecom operations and consistent service deliveries.

- Enhances staff efficiency by suggesting suitable solutions and troubleshooting steps, simplifying training and support.

- Facilitiates omnichannel support and consistent service quality across all channels such as web, mobile, SMS, and voice.

- Integrates seamlessly with telecom's existing IT systems business support systems and operations support systems (BSS/OSS).

- Provides 24/7 support and professional services, ensuring smooth implementation, ongoing assistance, and maximizing solution value.

- Offers agility and innovation through rapid service deployment, continuous machine learning improvements, and regular AI updates.

Unique Selling Proposition

Telco-Specific Intelligence

Alepo's 20+ years of telecom expertise and AI tuning specific for telco use cases ensure unparalleled domain knowledge, seamless end-to-end integration, and optimized customer service solutions.

Customized Intelligent Bots

FifthElement.ai empowers operators to effortlessly create customized intelligent assistants that analyze customer interactions, provide accurate data, and deliver exceptional and unparalleled customer experiences.

Robust Knowledge Management

Swiftly integrates existing telecom knowledge bases, leveraging advanced NLP for accurate, context-aware responses that reflect deep industry expertise. Continuously learns and adapts to new information.

Prioritized Data Security

Alepo's AI applications prioritize data security and implement robust information security measures, ensuring the protection and privacy of customer data while complying with data protection regulations.

Real-World Success

Client

Lüm Mobile, a pioneering digital brand of SaskTel, a leading Canadian ICT provider.

Project Background

Lüm Mobile aimed to replace its outdated chatbot with a sophisticated virtual agent capable of understanding nuanced customer interactions, offering high task completion rates, and integrating with backend IT systems. The goal was to enhance its digital brand, boost subscriber growth, and manage customer acquisition costs effectively.

Service Delivered

Alepo launched Lüm Bot, a next-gen virtual assistant powered by a large language model (LLM). Unlike traditional chatbots, Lüm Bot engages in human-like customer service sessions, handling a wide array of inquiries while maintaining context and providing dynamic responses.

Solution Highlights

AI Virtual Agent revolutionized Lüm Mobile's customer engagement with accurate, sophisticated interactions. Key features include:

- Generative AI capabilities using OpenAI, Microsoft, and Google technologies
- Accurate and human-like interactions
- Contextual understanding for dynamic conversations
- Continuous learning and improvement
- Seamless backend system integration
- Tailored experiences with adaptive personas

Project Outcome and ROI

Lüm Bot significantly enhanced customer support efficiency and satisfaction. Key outcomes included:

- 90% reduction in human agent interventions
- 70% of customer service interactions are handled autonomously
- Reduced operational costs, especially for after-hours support
- 24/7 support availability
- 30% of customer interactions contributed to overall sales
- Improved self-serve capabilities
- Industry-leading net promoter score (NPS) of 62%

AI Virtual Agent (Mobile)
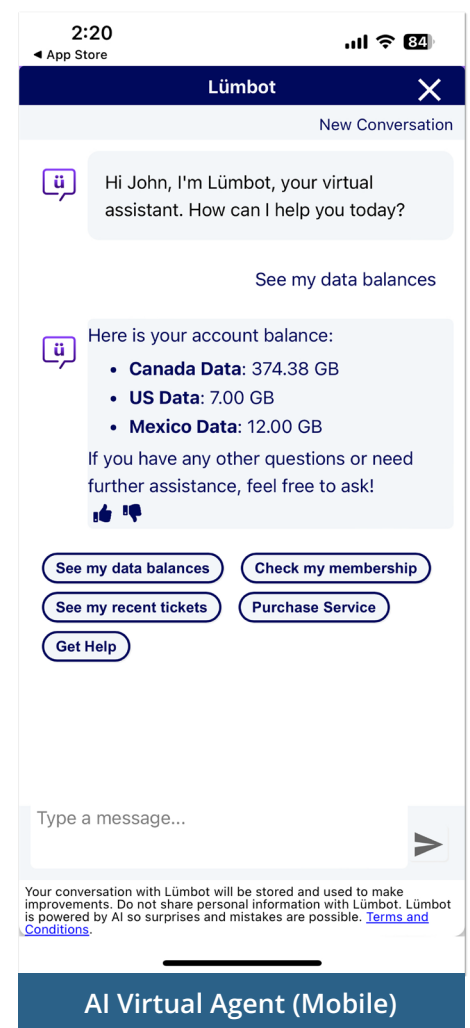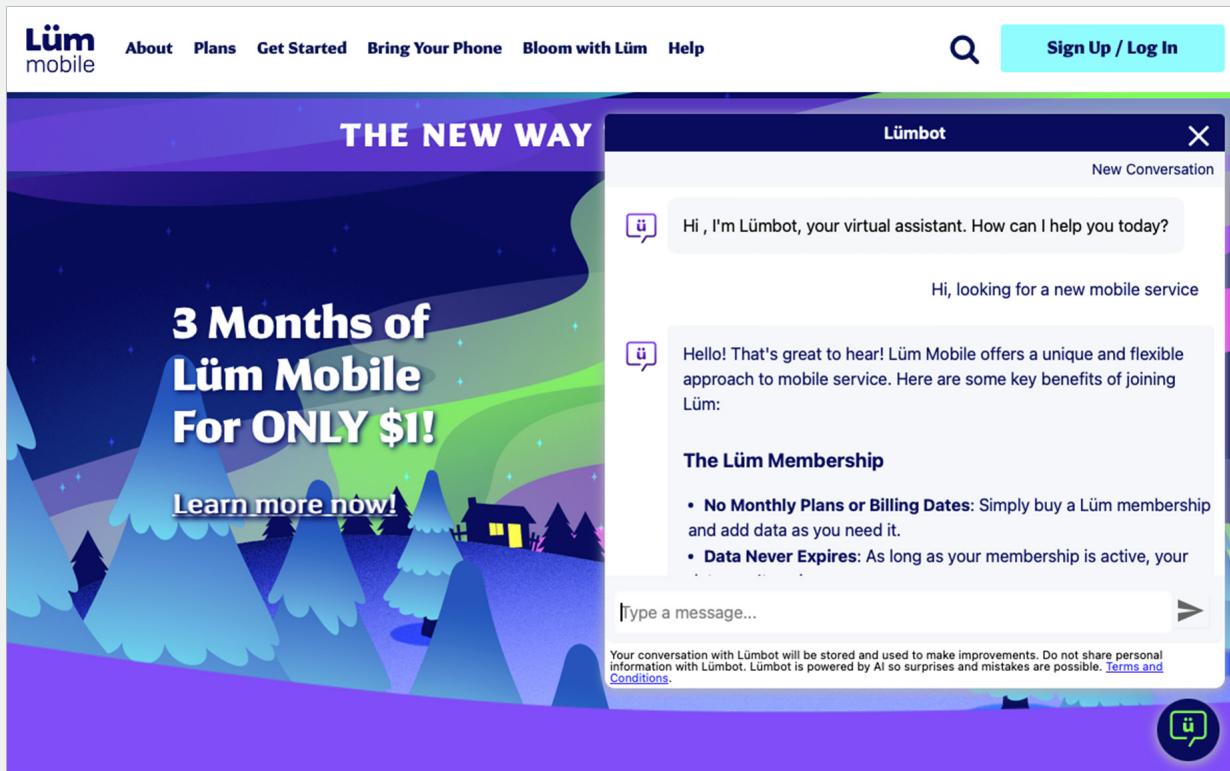
AI Virtual Agent (Web)
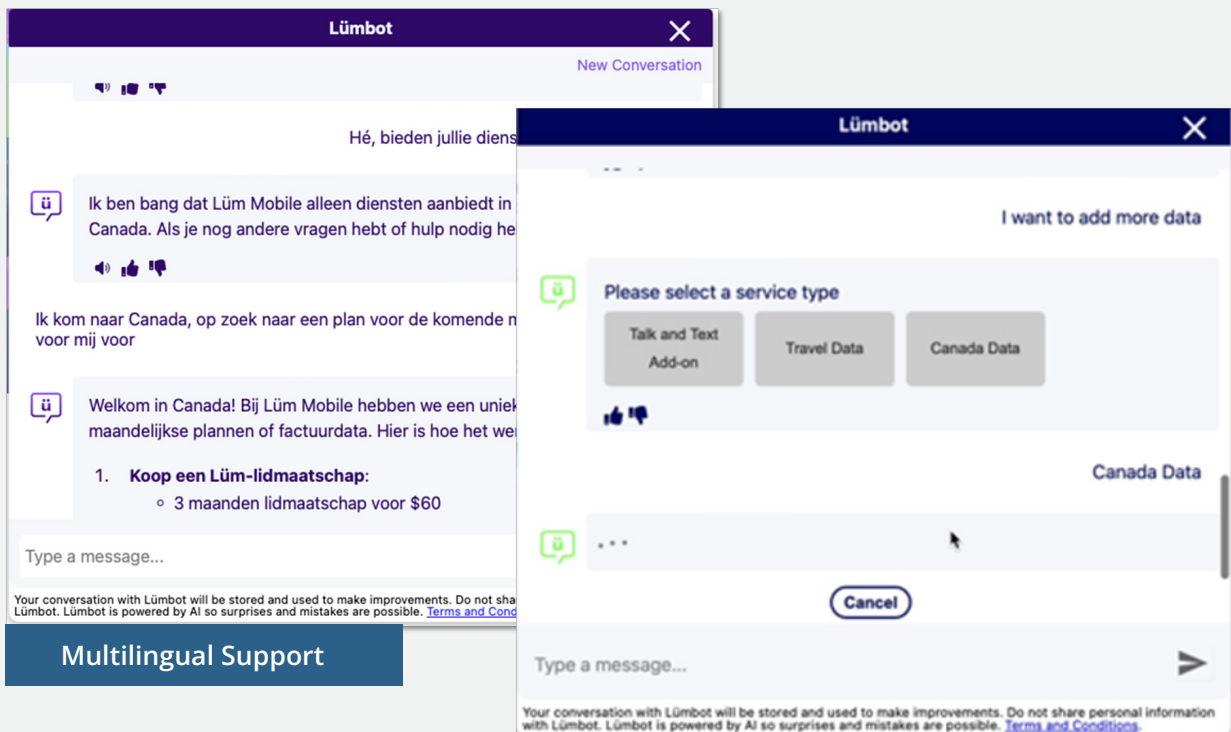
Multilingual Support

Structured Journeys