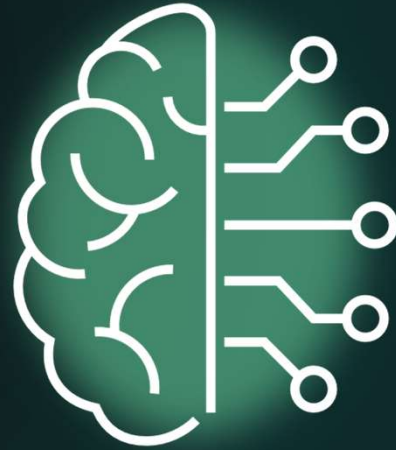




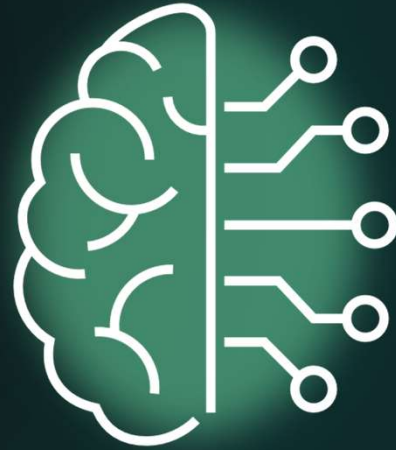
Entering an Augmented World - How (Gen)AI is Changing the Game

Swiss Telecommunication Summit

JUNE 2024



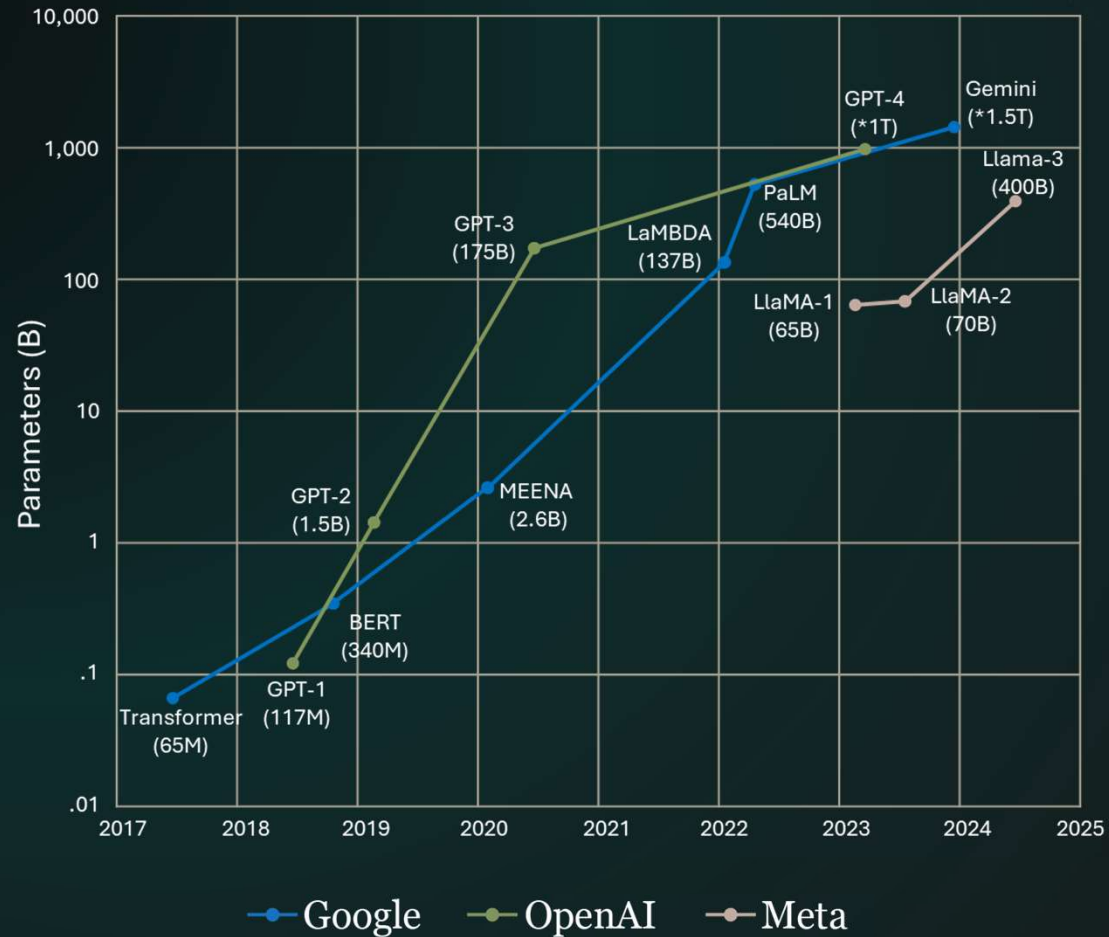
Raise your hand if you think
you are smarter than AI



Raise your hand if you think
you will still be smarter than
AI in 5 years

Artificial Neural Networks → Large Foundation Models

1958 (1st) → 2017 (Transformer) → Present



Today's Agenda: Gen AI in Telco

Recap

Where are we
in the Gen AI
Hype Cycle

Context

What does Gen
AI mean for
your Industry?

So What?

What are the 5
Key Takeaways
for you?

GenAI radically changes workflows for example in procurement

Current Proposal Process



Procurement experts and business need **2-3 weeks** on average per RfP



3-5 iterations required always a procurement specialist needed, **3-5 business experts**



2000 employees in direct and indirect procurement spend **1500 Person Months** on RfPs and tenders

DEMO



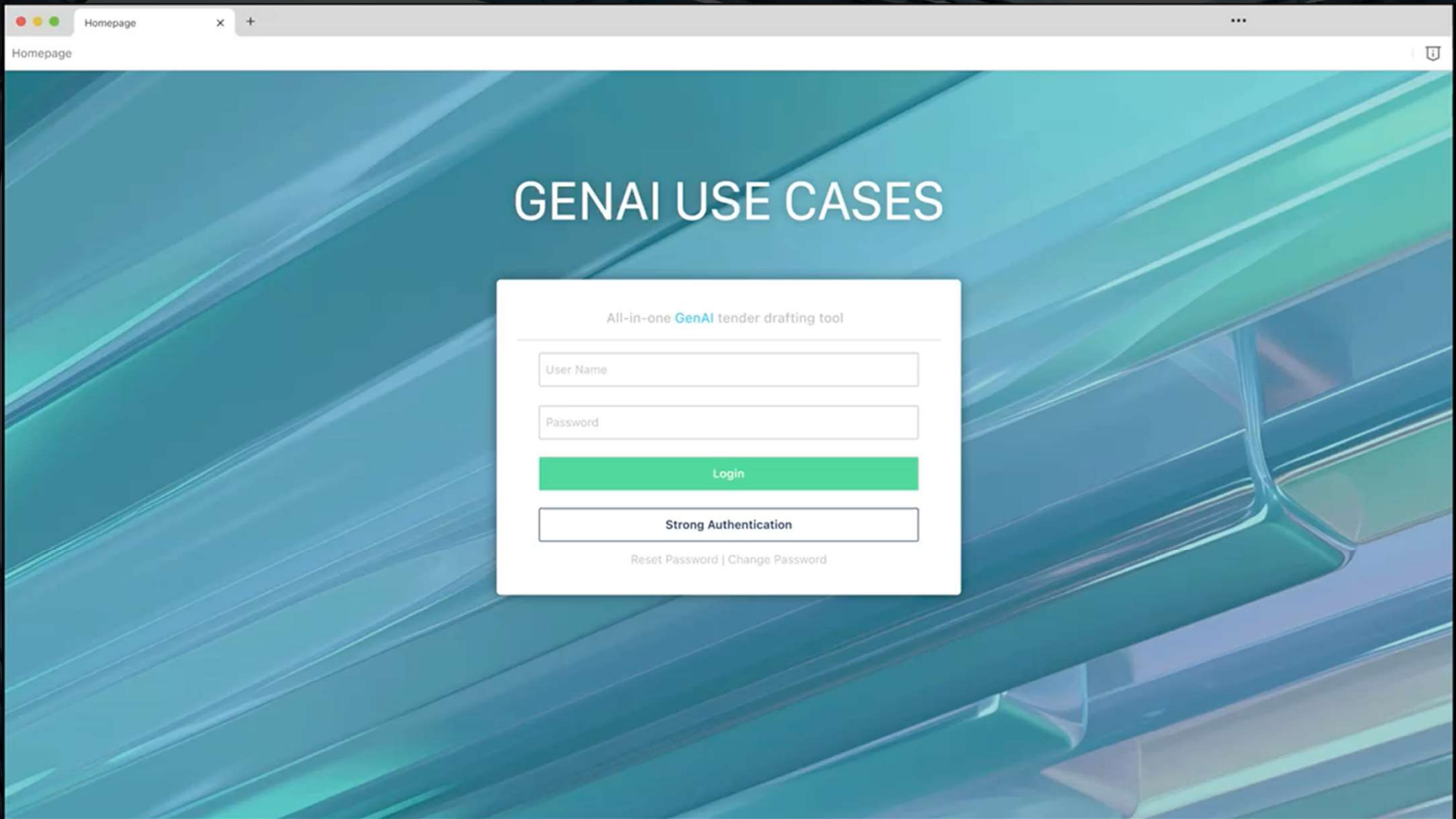
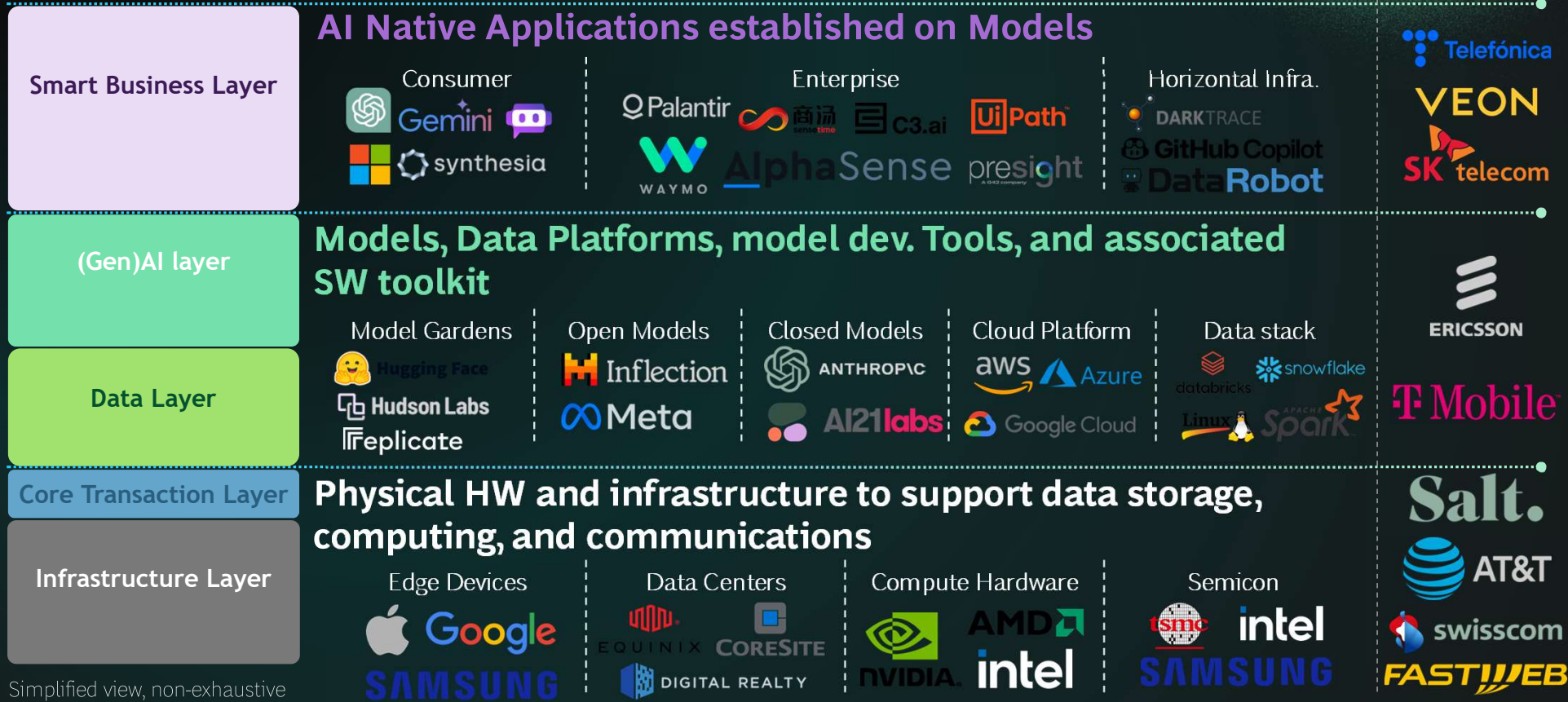


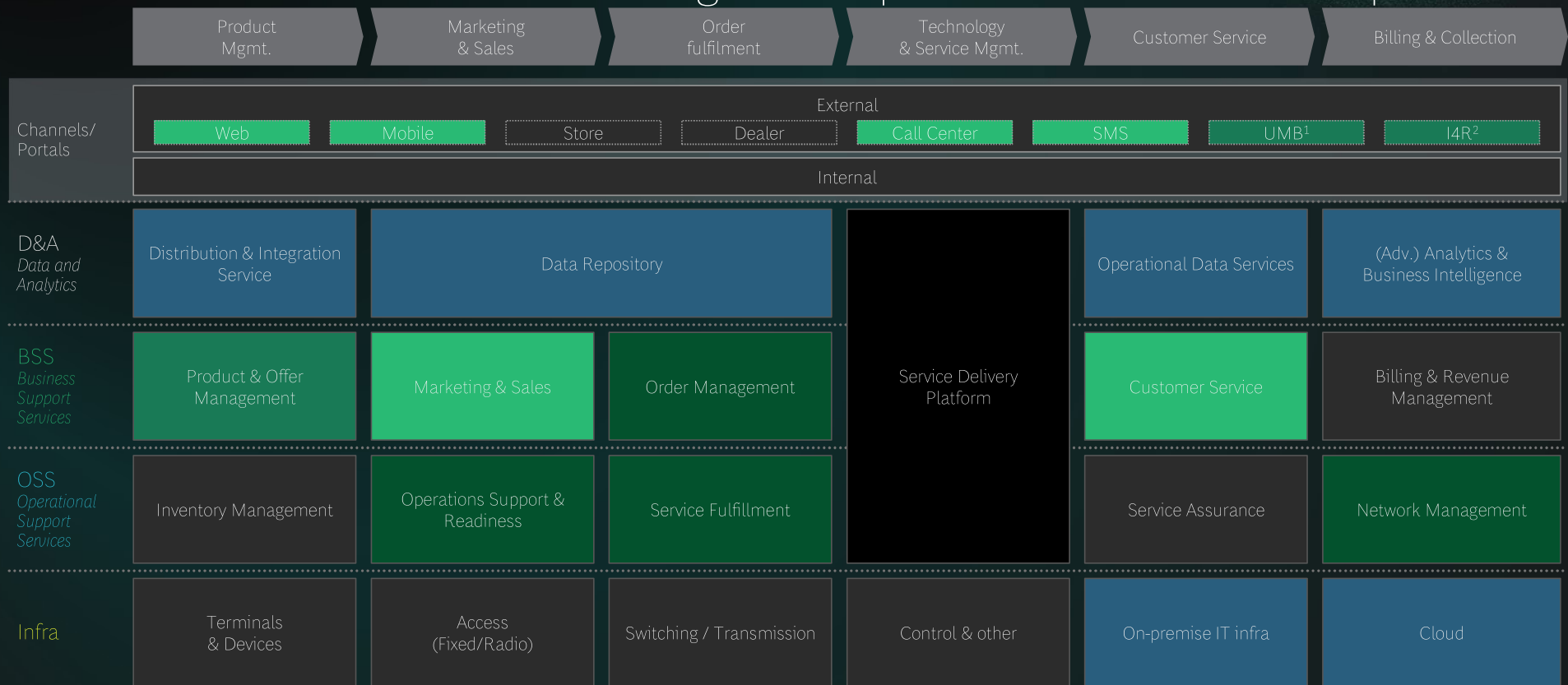
Image: Visual created with Adobe Firefly

Telco Trends Across the Gen AI Stack



Simplified view, non-exhaustive

GenAI revolutionizes BSS and OSS business capabilities through human-like machine interactions with highest impact at customer touchpoints



1. UMB: Unified Messaging Box 2. I4R: Information for Resolution
 Source: TMF Framework, BCG case experience, BCG analysis

■ Enabler
 ■ High impact
 ■ Medium impact
 ■ Low impact
 ■ No impact identified so far

Promising GenAI use cases in Telco center around customer journey, servicing and network ops

Not exhaustive



Customer journey

- Sales chatbots ☆
- Marketing augmentation, e.g., content generation, lead mgmt.
- Traditional and GenAI for Cross-and Upselling ☆
- Next best action recommendations
- Package optimizer



Servicing

- Call tagging and root-cause analysis ☆
- Cognitive IVR ☆
- Enterprise knowledge, discovery & cognitive search ☆
- Service chatbots
- Service channel optimization



Network & operations

- Network incidences ticketing classification
- Network design
- Network traffic management
- Networks configuration management
- Alarm management & predictive maintenance



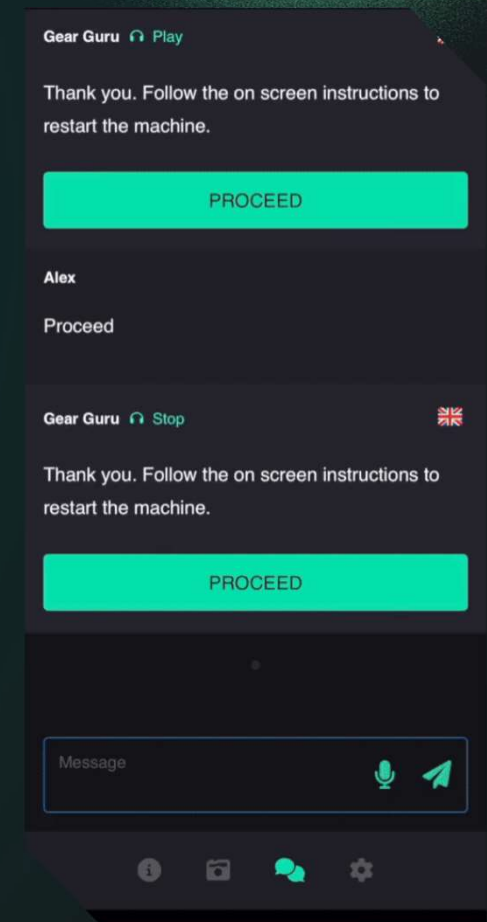
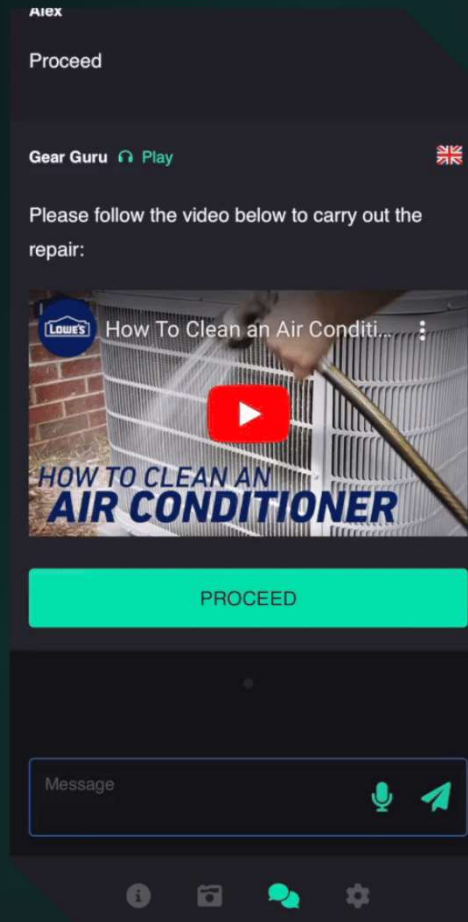
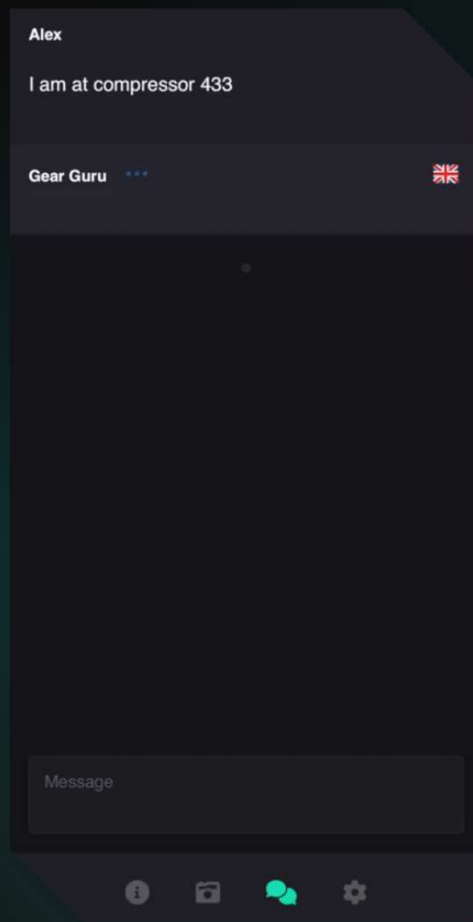
Part of BCG packaged offering

Examples on following pages

Gen AI in Call Centers – Insight and Parameter Extraction

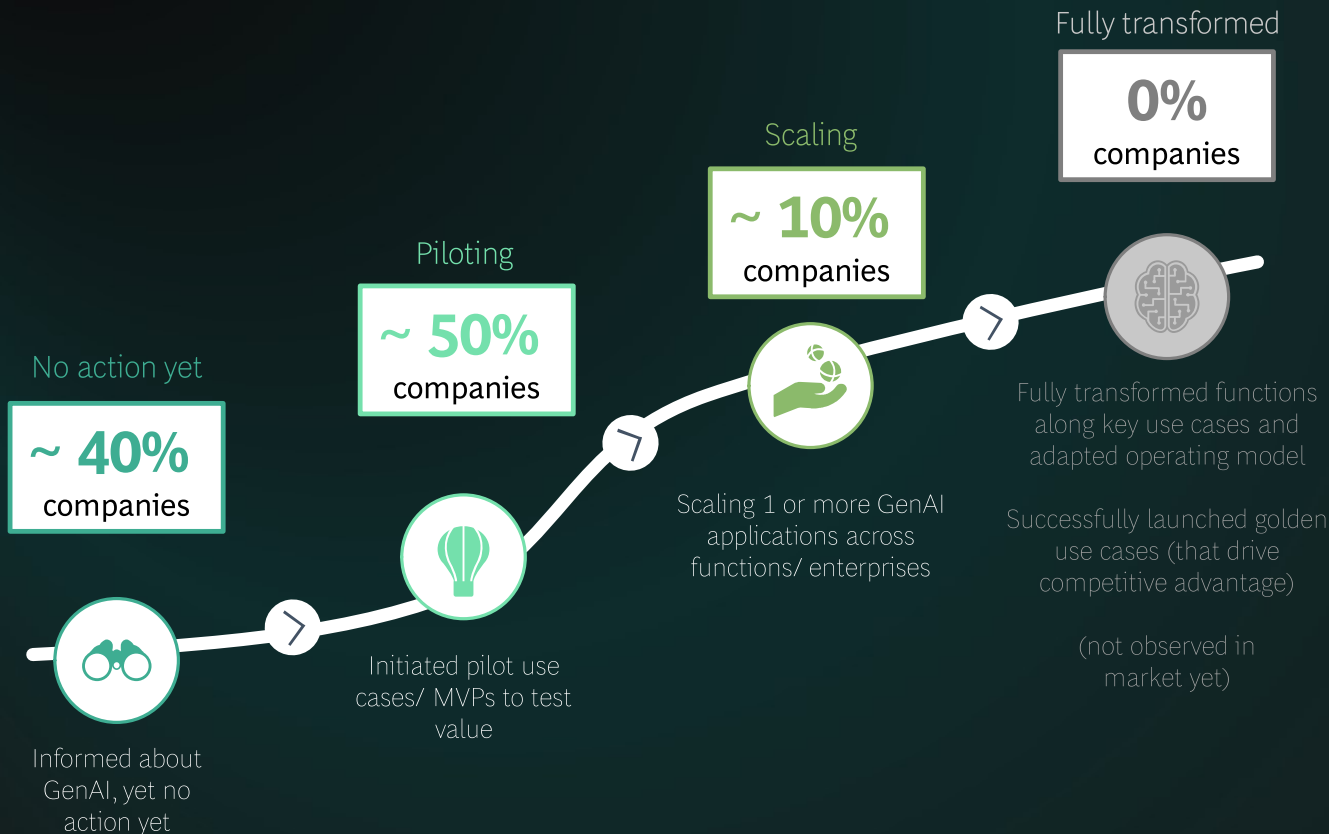


Gear Guru – Combining Gen AI + AR for Field Maintenance



Most companies have only started one-off use cases, but not built fully transformed GenAI orgs ...

... due to several reasons



Novelty of technology – first 'real' pilots only ~6 months in use

Organizations still trying to understand what holistic transformation entails

Many companies didn't start right away but 'waited for the smoke to clear'

Capabilities not yet existent in many organization and in the market overall

Source: BCG Build for the Future C-level GenAI survey, 2023, N = 159

70% of successfully delivering value from Gen AI implementation comes from people & process, and the other 30% from technology and algorithms



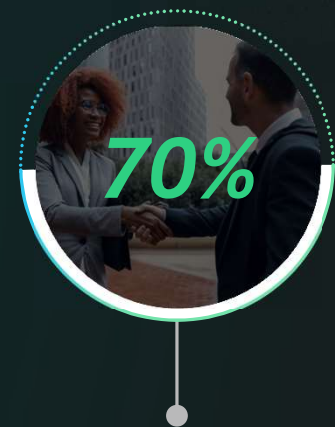
Algorithms

Generative AI models
Data engineering



Technology

Data and computation platforms
Visualization tools
Partnerships



People & processes

Business process design &
new ways of working
Org design, talent & new roles
Change management

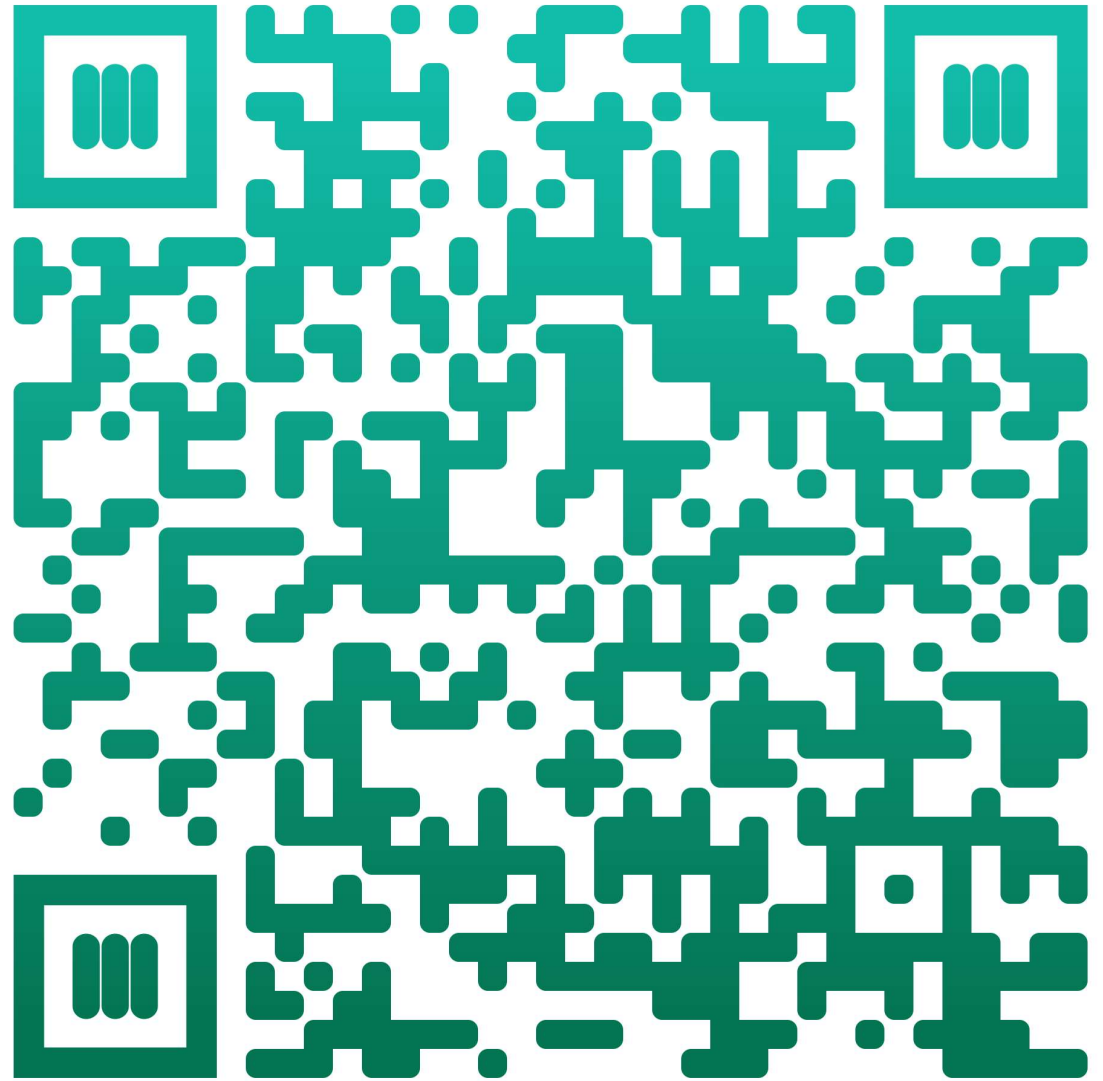
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Key Gen AI Takeaways

- Learn by doing, experiment with GenAI tools
- Assemble a crew of pro users, train the rest of the organization
- Launch first pearls, but create a pearl necklace
- Understand where your business sits in the GenAI stack
- Be bold, be quick

Tibor's Reading List – Gen AI

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-



The BCG logo is centered on a dark teal background. It consists of the letters 'BCG' in a white, bold, sans-serif font. The 'B' and 'C' are connected at the top, and the 'G' has a distinctive shape with a curved bottom. The background features large, soft-edged circular gradients in shades of teal and green, creating a modern, abstract aesthetic.

BCG

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