

Leading with Al



To become a digital-first telco, AI needs to be at the center of all strategies. This is the right time to adopt innovative technologies to transform customer experience and create unique growth opportunities.

Building AI at scale

100+ clients

300+ projects 9.5 satisfaction score

800 data engineers

400+
data
scientists

9+ years

Responsible Al

Fairness

Privacy & security

Transparency

Reliability & safety

Accountability

Inclusiveness

Let's talk

Presales-Telecom@nagarro.com



Scan to know more!



What it takes to succeed with your AI initiatives

Telcos must take an enterprise approach to AI in order to fully realize its potential. This implies building a culture and infrastructure for AI so it is central to all your digital initiatives.

We believe the following elements are essential for fostering the success of your Al initiatives:

Effective data strategy

Ensuring a robust data strategy, including comprehensive governance, is fundamental to the success of all Al initiatives.

Al governance & safety

Upholding Responsible AI principles at every level is crucial when integrating AI into business- critical systems.

Enable AI at scale

Deploying AI use cases in production demands proficient MLOps, stream-lined data pipelines, and effcient workflows.

Product Engineering

Identifying and prototyping the right use cases, then building, operationalizing, and scaling them using an Agile approach.

Al Engineering excellence

Leading the charge in the dynamic AI landscape with the flexibility to integrate new models and best practices effciently.

All great ideas begin with Data

We help organizations realize value

neir data journey

 Designing Data & Analytics Strategy

Transforming your vision into actionable roadmaps that drive measurable results.

Building Scalable Data & Analytics Platforms

Creating robust, futureready architectures to harness data at speed and scale. 3. Implementing Innovative Analytics and AI Use Cases

Accelerating value creation through cutting-edge insights and intelligent automation.



We realize business goals with deep technology

Offerings



Big Data engineering



Al and ML engineering



Analytics

⊗ databricks



Data Science

Driving innovation through partnerships











Al use cases for Telecom



Save Cost



Telecom equipment maintenance prediction

63% productivity improvement & 280 hours less downtime annually



8% inventory carrying cost reduction, 1.1% working investment reduction, saving \$9.5 M



Gen Al based chatbots

Conversation Al to provide more human like interactions

Gen Al based Co-Pilot

for Customer Agents

Summarize customer

info for agents and suggest next action

Bandwidth consumption forecasting

\$1M savings with optimized

Predict & reduce customer churn

5% reduction in customer churn

New subscription demand forecasting

Improved forecast accuracy by 10 -12%

Fault detection of network equipment

80% in TAT & 280 hrs. less downtime. reduction

Gen Al based Co-Pilot for Sales Agents

Summarize customer info to enable up-sell & cross-sell



Gamified loyalty

Al powered next level Loyalty programs



Predictive reach estimation for marketing campaigns

Marketing Rol increased from 2.3M to 3.5M \$

Bundle configuration

Using AI to configure optimal bundle and

Increase Revenue

÷(100)

Qualify customer ad impressions

35% improvement in marketing Rol

Gen Al based content generation

Generate personalized marketing content based on customer interests

Content recommendation & next best offer

Personalized recommendations for customer

Gen Al powered discovery & search

Personalized offer descriptions natural language powered



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Transform **Enhance** Transform **Enhance**



Our accelerators

Al driven analytics & decision support

- Automated defect detection
- Customer opinion mining
- Route optimization

GenAl-powered CoPilots

Customer Agent CoPilot

Reduce your agents' cognitive workload with Al-powered tools to handle tedious and repetitive tasks.

Customer CoPilot

GenAl-powered chatbots that guide customers through their purchase journey, helping them make informed decisions and reducing support ticket volume.

Forcastra Al

ML-based platform that optimizes the entire workfolw for SKU forecasting

NIA

Helping enterprises build LLM applications securely and faster

Data Engineering Platform (DEP)

Data is key to any Al initiatives. Our DEP accelerator fast tracks the data engineering for your next Al initiatives



Data Ingestion & Pre-processing

Facilitates seamless integration of various data sources, into a standardized format. pre-processing ensures data quality and compatibility.



Data Quality & Governance

An in-built data quality framework assesses data quality issues and executes automatic improvements



Master Data Management

Creates a single, unified master record for entities like people, places, or assets by consolidating data from internal and external sources.



Al integeration

Al / ML application in the ETL process and the data ecosystem for improved effctiveness and effciency, automation and insights.