Telco customers want more personalization and contextual offers. GenAI delivers it.

Device care tends to be reactionary, leading to increased risk of customer dissatisfaction and risk of negative customer experience. However, taking a proactive approach to device care allows mobile operators to convert troubleshooting events into commercial opportunities.

Chatbots or virtual agents on an operator's mobile app are natural conduits to interact with customers remotely, where customers prefer (59%) to troubleshoot their devices. When powered by GenAI and guided by robust data, device care interactions with a virtual agent become far more personalized and lead to optimal resolutions – including opportunities to make commercial offers.

Empower your virtual agent to drive personalization and care-to-commerce.

Agnostic to different cloud-based GenAI platforms, MCE's solution enables virtual agents to analyze customer and device data inputs and deliver far more personalized responses and outcomes with DeviceAI and GenAI. DeviceAI sets the foundation with live diagnostics data and mobile device history information, while GenAI closes the communication gap by enabling the bot and user to converse in natural language, leveraging conversational inputs to improve personalization. Together, they allow the bot to process large scale datasets, assess the device status, provide a personalized device care resolution path and/or make cross-sell and upsell offers.

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20% of customers will have a device-related issue each year

1/3 of customers don't receive personalized resolution options

+6pts of customers don't receive personalized resolution options

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Virtual agent without GenAI

❌ Virtual agent provides generic greeting with limited issue selection for user

❌ User selects mobile device issue, if available, in predefined list

❌ Virtual agent provides generic, non-personalized information

❌ Virtual agent redirects user for further info, not resolving the issue and becoming a manual process for user

Stage of process
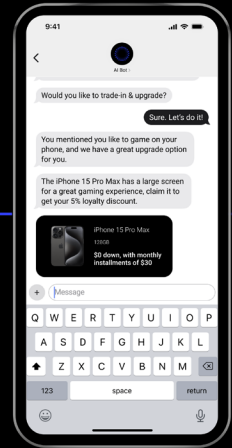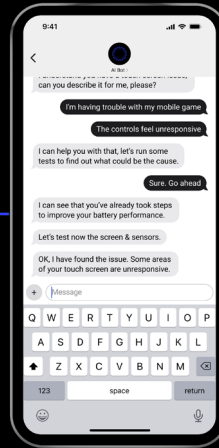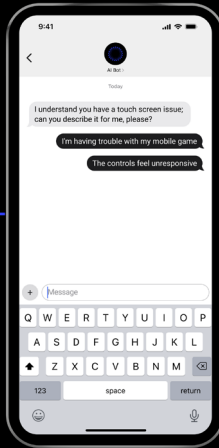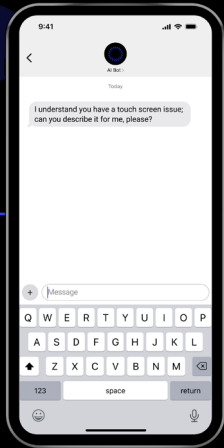
Initial engagement

Troubleshooting

Troubleshooting conclusion

Rerouting customer

Virtual agent with GenAI

✅ Virtual agent provides personalized intro actioning device history

✅ User selects or inputs mobile device issues into conversation

✅ User provided with live data to pinpoint device issue with explanation of fault

✅ Virtual agent offers personalized & contextual device care resolution or offer based off user's unique CRM data

Real-world GenAI results with a large tier-1 operator

Objective

Use a conversational virtual agent driven by GenAI to increase engagement and increase conversions with the ultimate goal of actioning more marketing promos and increasing retail visits.

Results

4x
Increase in engagement with the user journey post-GenAI implementation

3x
Increase in users actioning a personalized marketing promo

1.5x
Increase in opening the app's store locator showing intent to visit the retail outlet