Motive Service Management Platform

AI in Telecom

Driving Business Growth,
Operational Simplicity, and
Strategic AI Adoption

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The telecommunications industry is undergoing a significant transformation, with AI emerging as a top investment priority for 2025. Leading telco providers worldwide are leveraging AI to enhance network reliability, customer experience, and operational efficiency. Whether through AI-driven customer engagement, intent-based decision-making, or automation, telcos are increasingly relying on AI to optimize service delivery and drive innovation.

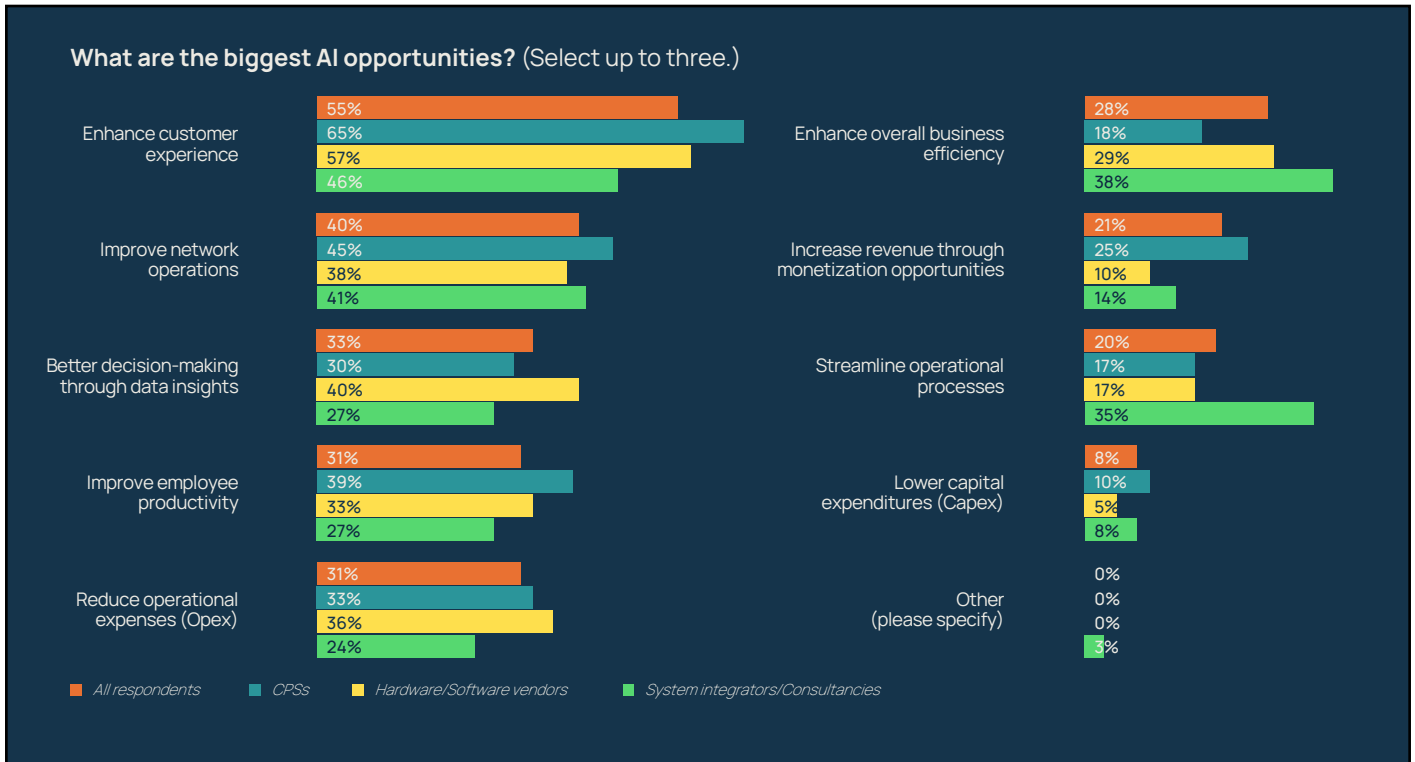## Enhancing Customer Engagement Experiences

One of the key trends in this investment wave is the focus on **customer engagement and experience**. CSPs are using AI to enhance digital and in-store experiences, ensuring that customers receive personalized and efficient support. Similarly, AI is being deployed in contact centers and retail stores to provide knowledge-based assistance, making it easier for customers to find solutions to their problems. The adoption of AI-powered decision-making models is also improving service accuracy, reducing churn, and fostering stronger relationships between telcos and their customers.

Another major area of AI investment is in **network reliability and operational efficiency**. AI-powered automation is helping telcos proactively detect and resolve network issues, reducing downtime and improving service quality. With significant investments in AI-driven network optimization, CSPs can deliver more stable and reliable connectivity, even in high-demand scenarios. Additionally, AI's role in predictive analytics enables telcos to anticipate and mitigate potential issues before they impact customers, reinforcing the industry's commitment to superior service delivery.

AI adoption in telecom will continue to accelerate, unlocking new opportunities for growth and innovation.

AI is not just about enhancing current services—it is also a key enabler for digital transformation and business expansion. By embracing AI and data-driven decision-making, telecom providers can not only optimize existing operations but also pioneer new services and revenue streams. As AI technologies continue to evolve, the telecom industry is poised to redefine customer interactions, improve infrastructure, and set new benchmarks for service excellence.

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What are the biggest AI opportunities? (Select up to three.)

Enhance customer experience
- All respondents: 55%
- CPSs: 65%
- Hardware/Software vendors: 57%
- System integrators/Consultancies: 46%

Improve network operations
- All respondents: 40%
- CPSs: 45%
- Hardware/Software vendors: 38%
- System integrators/Consultancies: 41%

Better decision-making through data insights
- All respondents: 33%
- CPSs: 30%
- Hardware/Software vendors: 40%
- System integrators/Consultancies: 27%

Improve employee productivity
- All respondents: 31%
- CPSs: 39%
- Hardware/Software vendors: 33%
- System integrators/Consultancies: 27%

Reduce operational expenses (Opex)
- All respondents: 31%
- CPSs: 33%
- Hardware/Software vendors: 36%
- System integrators/Consultancies: 24%

Enhance overall business efficiency
- All respondents: 28%
- CPSs: 18%
- Hardware/Software vendors: 29%
- System integrators/Consultancies: 38%

Increase revenue through monetization opportunities
- All respondents: 21%
- CPSs: 25%
- Hardware/Software vendors: 10%
- System integrators/Consultancies: 14%

Streamline operational processes
- All respondents: 20%
- CPSs: 17%
- Hardware/Software vendors: 17%
- System integrators/Consultancies: 35%

Lower capital expenditures (Capex)
- All respondents: 8%
- CPSs: 10%
- Hardware/Software vendors: 5%
- System integrators/Consultancies: 8%

Other (please specify)
- All respondents: 0%
- CPSs: 0%
- Hardware/Software vendors: 0%
- System integrators/Consultancies: 3%

Legend: All respondents | CPSs | Hardware/Software vendors | System integrators/Consultancies

## Motive SMP: Purposed-Designed for Telco

Motive's Service Management Platform (SMP) is specifically designed to meet the unique needs of telecommunication providers. Unlike generic AI and automation platforms, SMP is built with deep telco expertise, understanding the complexities of broadband networks, customer premise equipment (CPE), and service management at scale.

AI-Driven Future: SMP's GenAI Capabilities:

- Reduced agent AHT
- Enhanced self-service options
- Optimized internal workflows
- AI-driven insights

By leveraging GenAI-driven capabilities, SMP can significantly decrease the agent average handle time (AHT) while delivering faster, more accurate support. This will not only enhance customer satisfaction but also drive efficiency in customer service operations, minimizing wait times and improving first contact resolution (FCR) rates.

SMP also recognizes the potential of GenAI to optimize its platform architecture and internal processes. AI-driven processes can enhance software development workflows, accelerate testing cycles, and improve configuration management, reducing time-to-market for new features and upgrades. By embedding GenAI into back end processes, SMP can create a more agile, scalable, and intelligent platform that continuously evolves to meet industry demands.
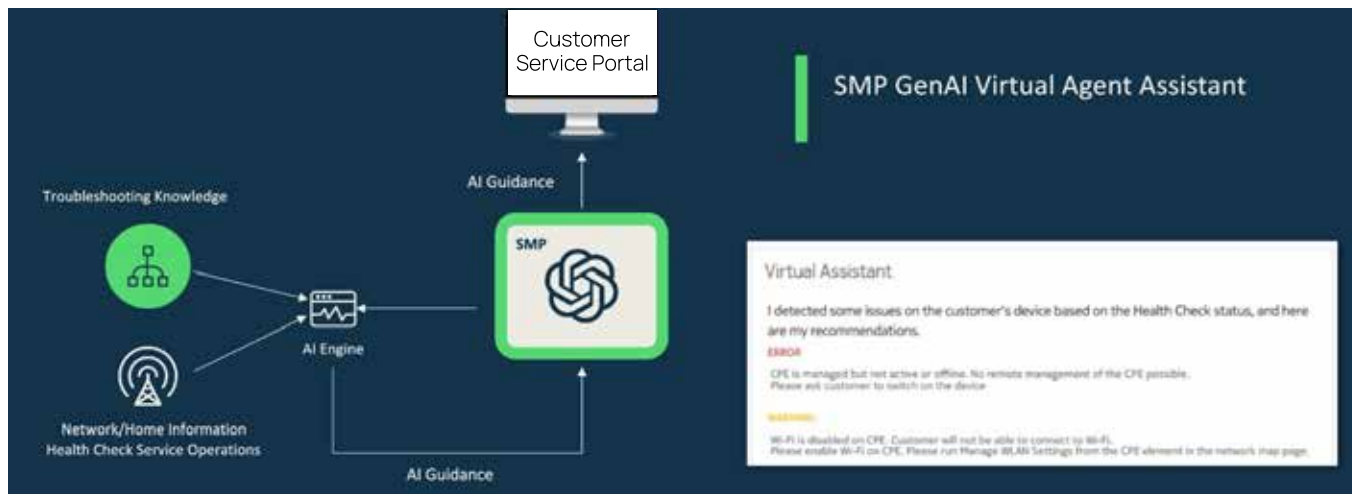
Expanding AI Capabilities in Telecom: On the Horizon

The value of GenAI based virtual assistants is undeniable. Key metrics around agent performance, such as AHT or FCR are positively impacted when agents are supported by these innovative capabilities.

Customer care agents often feel overwhelmed by the large volume of information they need to check simultaneously across various applications and systems. Onboarding new agents is typically a time-consuming process due to the complexity and critical nature of operations, particularly in the context of CSPs.

Virtual agent assistants are among the most popular applications of generative AI. They have a significant positive impact on the services provided and help improve the internal organization of contact centers. This is especially important during the transition from the traditional phone call to digital channels.

The SMP Virtual Agent Assistant is now available (SMP24 FP2) and incorporates best practices in prompt engineering and due diligence for its outputs. This new widget helps agents determine the next best actions based on results gathered from health checks, accelerating troubleshooting efforts and identifying root causes more effectively.

This feature will be continuously updated and improved based on new technology trends and customer feedback, forming an iterative cycle of product development and evolution.

Virtual assistant technology is just the beginning, as AI-powered technologies continue to evolve, there are many opportunities to enhance internal processes and replace repetitive tasks performed daily by the contact center team, benefiting not only front-end agents but also backend workers, supervisors, and system administrators.

SMP's commitment to leveraging GenAI will ensure a future-proof platform with capabilities such as: session summary, intent detection, real-time translation, sentiment analysis, content generation (FAQs, manuals, canned responses, KB articles), insights & analytics, synthetic data creation, and automatic workflow generation

AI is not just enhancing current telecom services—it is enabling the industry's digital transformation and long-term growth. With solutions like Motive's SMP, CSPs can navigate this AI-driven era with confidence, improving service quality, reducing operational costs, and driving superior customer experiences.

As the industry embraces AI at an unprecedented scale, Motive remains at the forefront, delivering purpose-built, telco-specific AI solutions to power the networks of the future.

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Learn From the Leaders

BT transformed its customer service operations by deploying Motive's Homeview solution, powered by SMP and Home Device Manager (HDM). Integrated seamlessly with their service management platforms, the solution provided 6,000+ contact center advisors with real-time network visibility, enabling faster troubleshooting and proactive customer support.

By streamlining operations, BT reduced Average Handle Time (AHT) by 300 seconds, increased First Contact Resolution (FCR) by 5%, and achieved significant OPEX savings through fewer truck rolls and support calls. The Smart Assistant feature further enhanced efficiency by automating diagnostics and delivering real-time interventions, setting the stage for future AI-driven enhancements across BT's service channels.

With decades of experience spanning the largest and most successful service operators, Motive is the proven leader in device and service management solutions. At Motive, we are pioneering the future where networks meet cloud to realize the full potential of digital in every industry.

We manage over 1 billion devices across 150+ global deployments, enabling communication service providers to oversee devices in Fixed, Mobile, and IoT networks. This helps telecom operators worldwide maximize their infrastructure and deliver next-generation services. We offer software-as-a-service models, private or public cloud deployment, or on-premises technology to support the specific needs of your business.

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