

Stella#5

not only

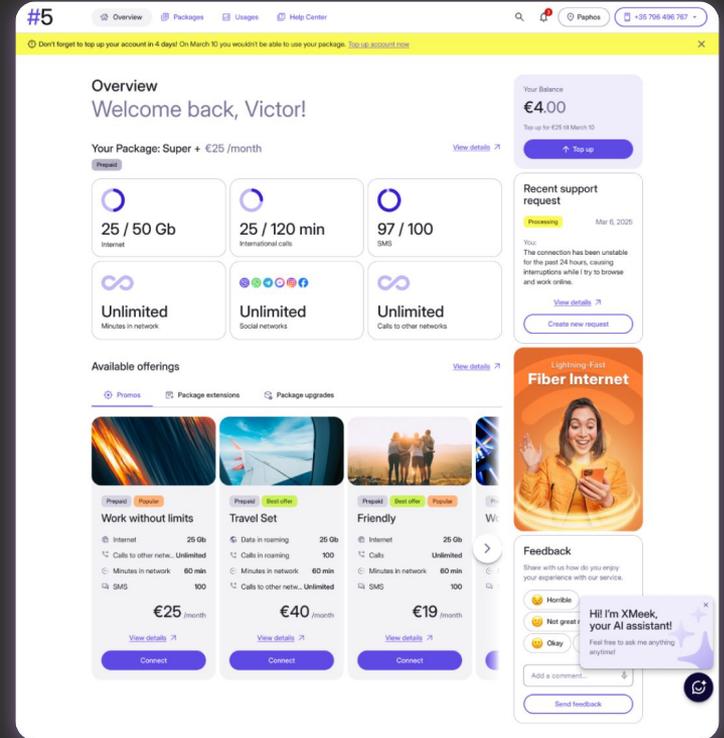
# GENERATIVE CUSTOMER PORTAL FOR TELCOS

Powered by XME.digital

# What is Stella?

## Allows telcos to build the self-service portal in a matter of days to weeks:

- ✦ universal for mobile, ISP and fixed line operators
- ✦ combines ready components with flexibility
- ✦ embeds AI assistance into customer service processes
- ✦ unites communication channels with accessibility:
  - web
  - mobile
  - chatbot
- ✦ easy to integrate with internal systems



Gives telco customers **freedom of choice** and **easiness of use**

Stella#5 aims to empower greenfield and fast-growing connectivity providers with powerful self-service to challenge bigger players.

We offer a tailored, convenient, and accessible way to sign up, subscribe, and engage with your services.



Stella#5

# GENERATIVE SELF-SERVICE

Unites Classic UI with AI Assistant

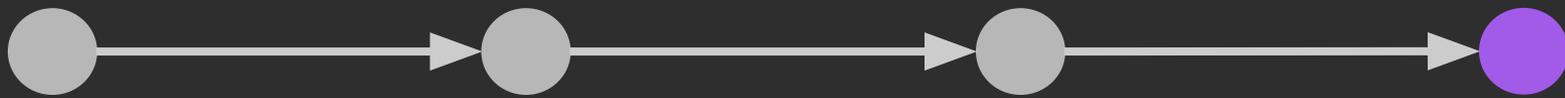
Moving Customer Experience to the next level



# The Evolution of Digital Customer Service



# #5



## Web and Mobile Apps

Less personalized view  
Overwhelming functions  
Costly maintenance

“Read the manual!”

## Rule-Based Chatbots

Limited use cases  
Confusing structure  
Limited interactivity

High effort, no joy

## Conversational AI

Not tied to other channels  
Lacks customer context  
Often feels like a Q&A page

“Can I talk to human?”

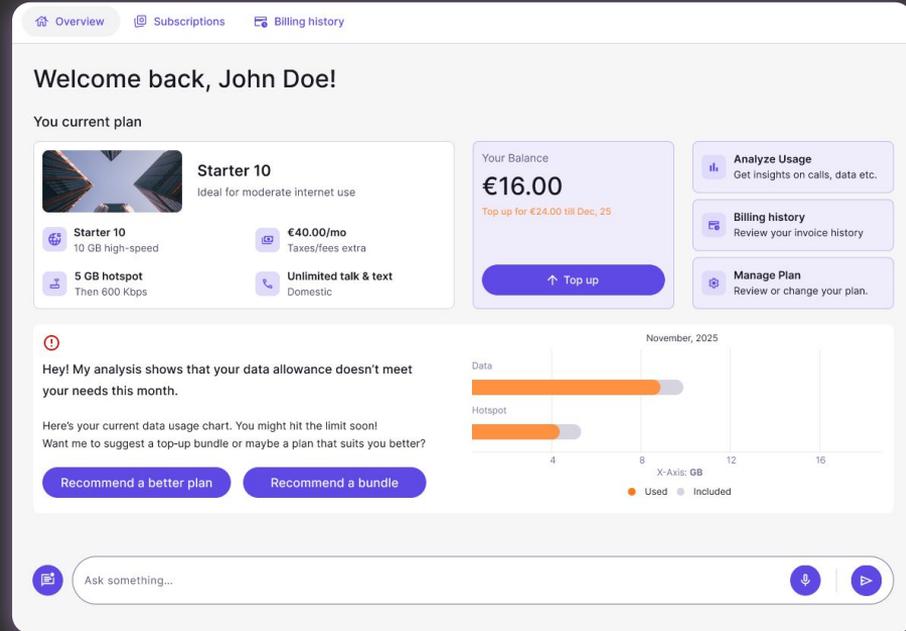
## Generative Self-Service

Proactive and predictive  
Begins with context  
Unites UI with conversation

Freedom beyond structure

## LLM-powered Generative UI and assistant ensures a consistent, high-integrity customer experience

- ✦ AI controls both dialogue and dashboard
- ✦ Builds dashboard from ready configurable widgets:
  - ✦ Customer will get a consistent look and feel
  - ✦ AI will analyse and address customer's pains
  - ✦ You control what is always displayed
- ✦ Multimodal UX: Chat-led or UX-led
- ✦ Easy integration with internal and third-party apps
- ✦ Omnichannel: build once, deploy everywhere



# The Customer's Starting Point with Stella#5

#5 Overview Subscriptions Billing history En JD

Welcome back, John Doe!

You current plan

**Starter 10**  
Ideal for moderate internet use

- Starter 10: 10 GB high-speed
- 5 GB hotspot: Then 600 Kbps
- €40.00/mo: Taxes/fees extra
- Unlimited talk & text: Domestic

Your Balance: €16.00  
Top up for €24.00 till Dec, 25

Top up

Analyze Usage: Get insights on calls, data etc.

Billing history: Review your invoice history

Manage Plan: Review or change your plan.

**Proactive Analysis**

Hey! My analysis shows that your data allowance doesn't meet your needs this month.

Here's your current data usage chart. You might hit the limit soon!  
Want me to suggest a top-up bundle or maybe a plan that suits you better?

Recommend a better plan | Recommend a bundle

November, 2025

Data: [Bar chart showing usage vs limit]

Hotspot: [Bar chart showing usage vs limit]

X-Axis: GB (0, 4, 8, 12, 16)

Legend: Used (orange), Included (grey)

Ask something... [AI Assistant Icon]

Dynamic widgets

At-a-Glance info

Quick Actions

Proactive Analysis

Embedded AI

The AI assistant is always available.

# Pre-configured Dynamic Widgets

Welcome back, John Doe!

You current plan



**Starter 10**

Ideal for moderate internet use



**Starter 10**

10 GB high-speed



**\$40/mo**

Taxes/fees extra



**5 GB hotspot**

Then 600 Kbps



**Unlimited talk & text**

Domestic

Your Balance

**\$16.00**

Top up for \$24 till Nov, 25

↑ Top up



**Analyze Usage**

Get insights on calls, data etc.



**Billing history**

Review your invoice history



**Manage Plan**

Review or change your plan.

Recommended Upgrade

*Better fit, lower overages*



**Value 25**

Smart balance of data and cost



**25 GB high-speed**

Data rollover enabled



**\$45/mo**

Est. save \$15 vs overage



**10 GB hotspot**

Then 1 Mbps



**5G priority**

Higher network tier

Best for: 10-25 GB/mo

Hotspot heavy

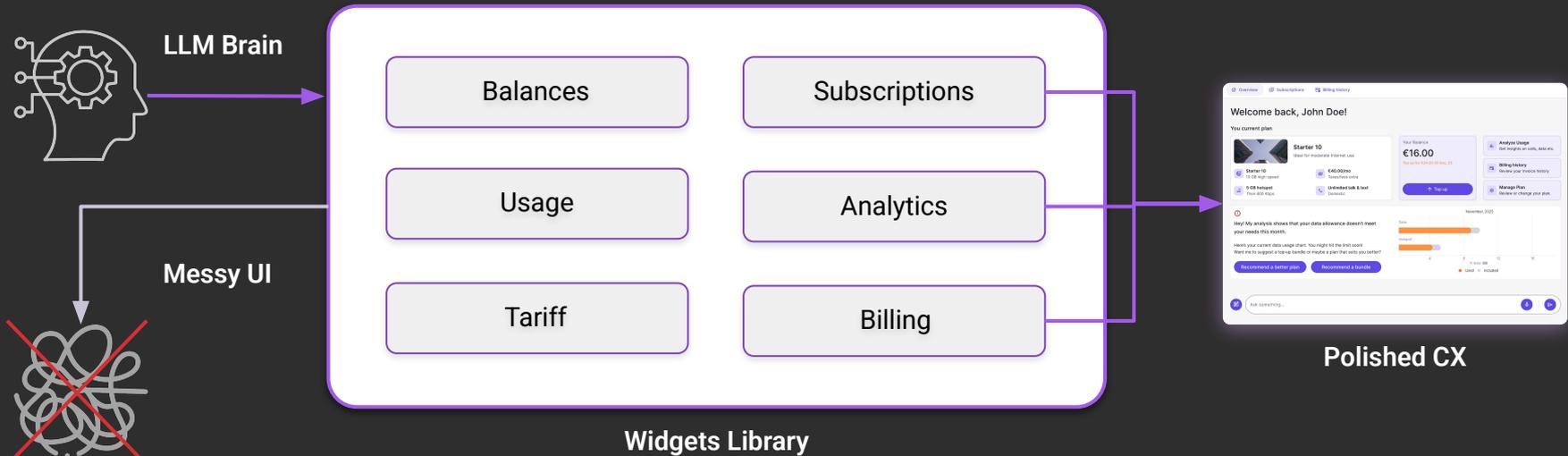
Frequent streaming

The **Gen UI Assistant** by Stella#5 operates with **pre-configured widgets** covering major customer flows and preventing trashy outputs.

**Configure your own widgets and unique customer flows** to offer top quality customer experience.

# Intelligent Control: How Stella#5 Prevents “Messy AI”

The generative self-service isn't about letting an LLM generate UI from scratch. It creates risk and inconsistency. **Stella's AI operates with a library of pre-configured, BSS-integrated widgets.** The LLM's role is to understand the customer's intent and intelligently assemble and present these trusted components.



**Customer Protection:** The customer is protected from receiving messy, unpredictable, or hallucinated outputs.

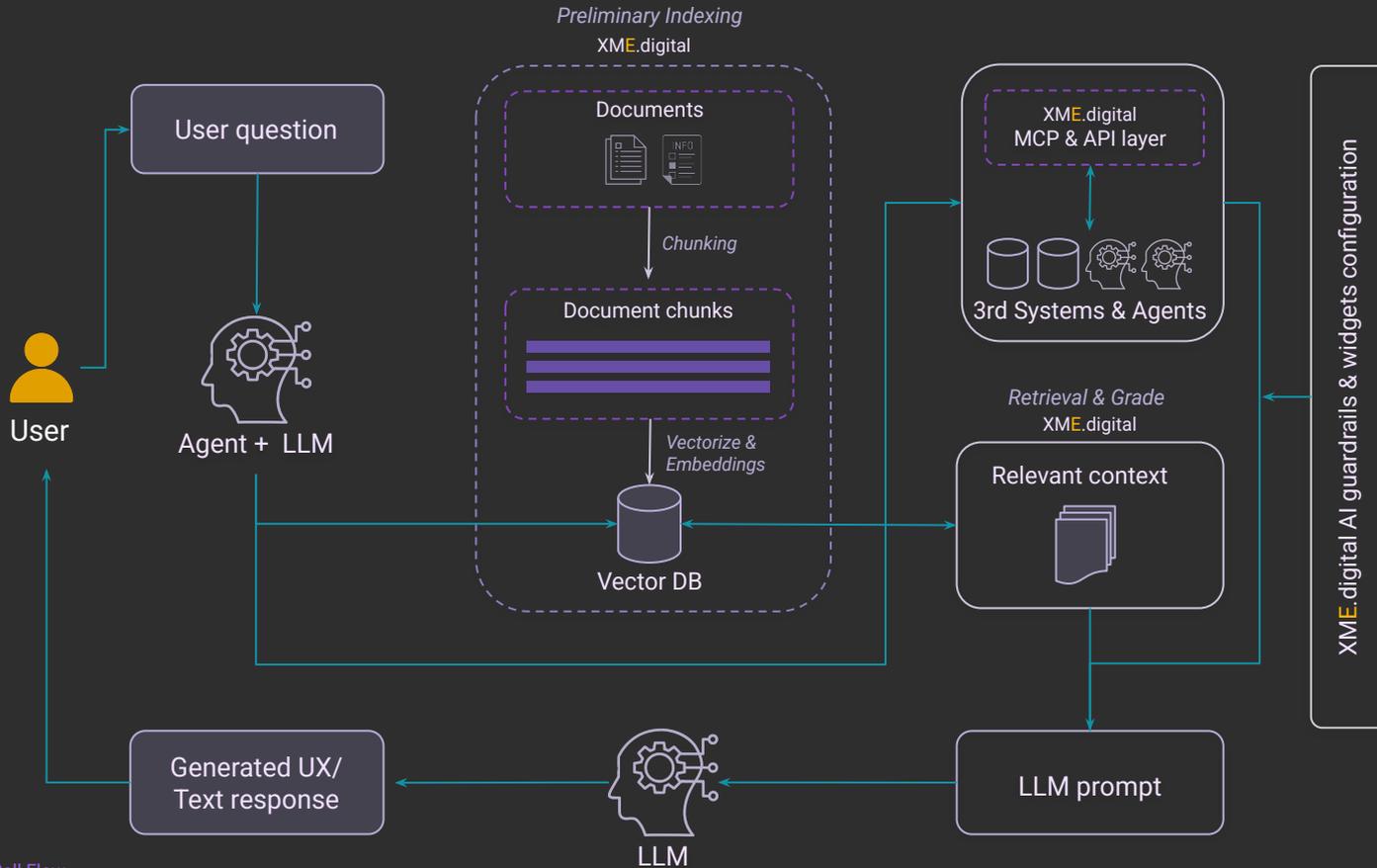


**Business Protection:** You are protected from exposing raw data or uncontrolled processes.



**Guaranteed Integrity:** Every interaction is contained within a secure, pre-defined, and visually polished customer flow.

# Generative Self-service: How it works

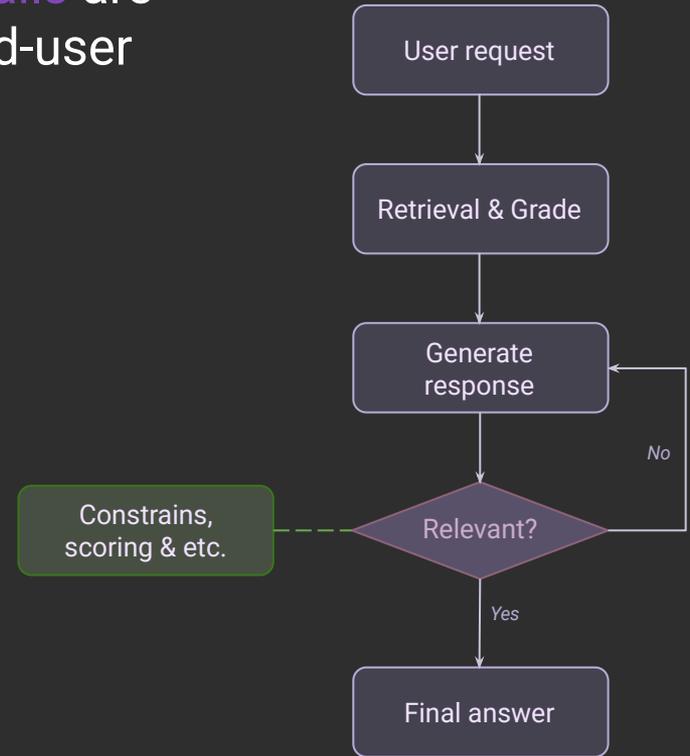


1. System retrieves the most relevant content & enrich the response by real data
2. LLM compiles the answer
  - a. Text message (Chat)
  - b. UX dashboard
3. The user always gets one clear answer, not system noise.

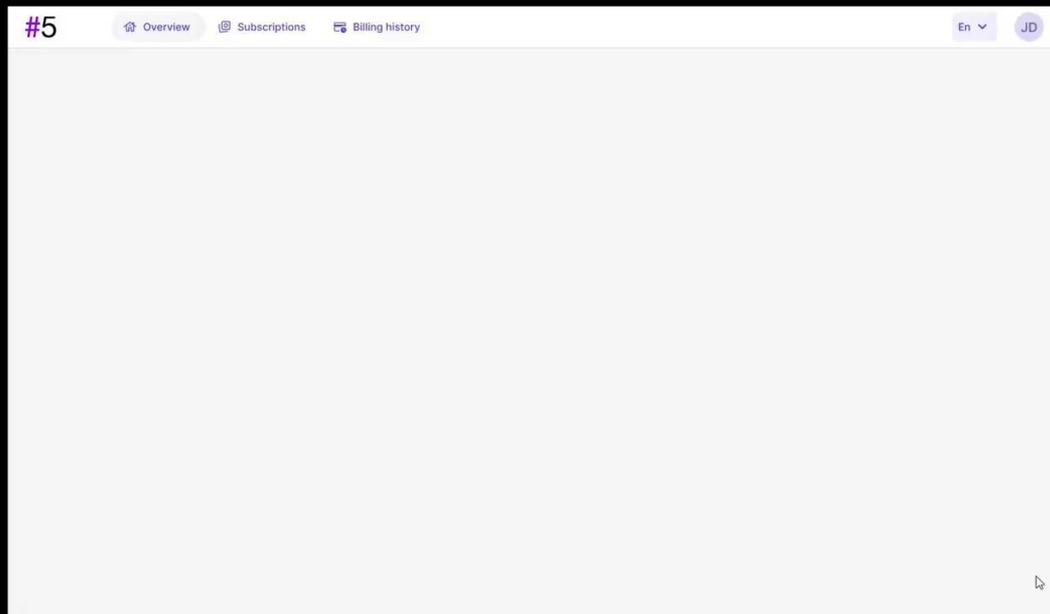
# Generative Self-service: Hallucination mitigation

Embedded into XME.digital platform **AI guardrails** are essential constraints to control and correct end-user result provided by **Generative Self-Service**.

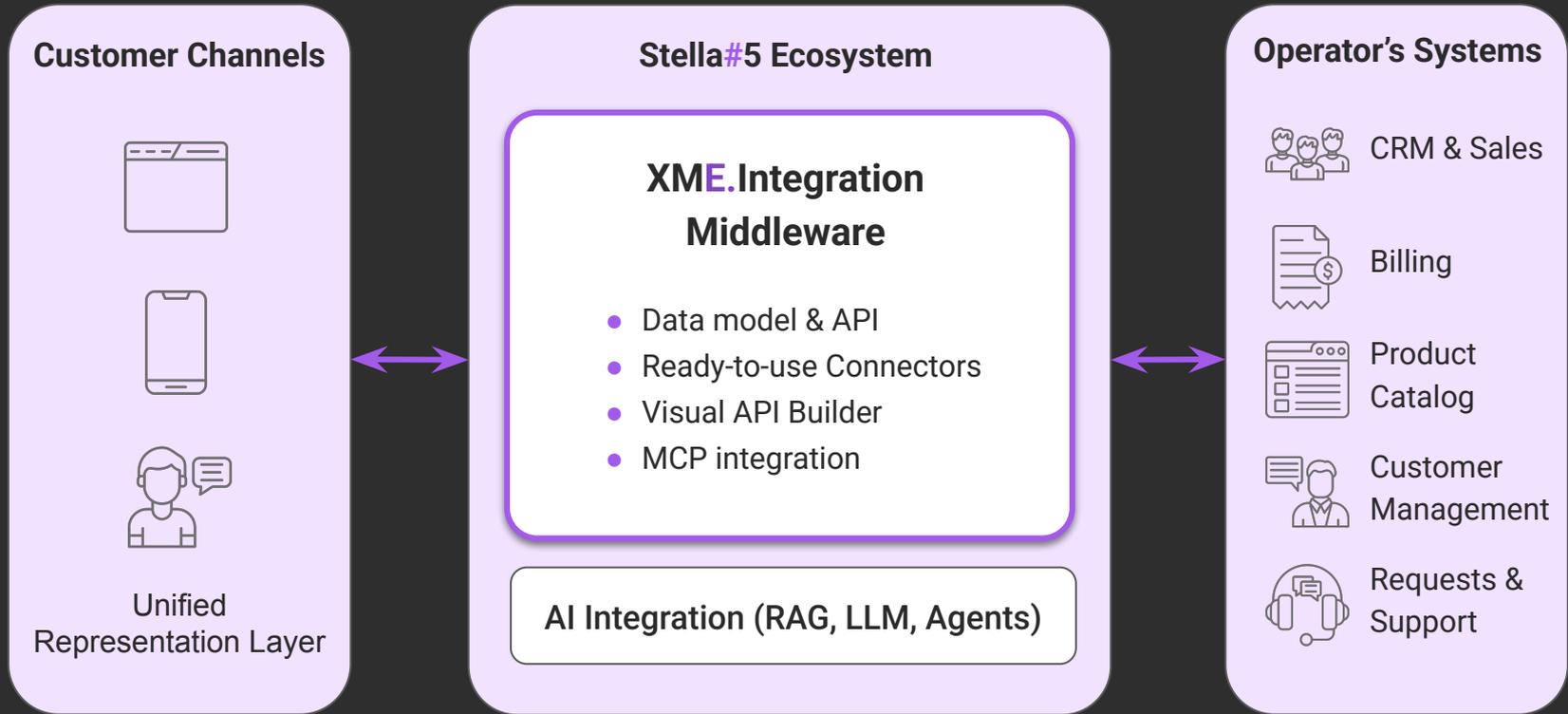
1. UX dashboards compilation over creation from scratch
  - a. AI decides what widgets better suits user request
  - b. Widgets ranking and scoring upon user request
2. Validation against format and schema
3. Layout is decided by system but not LLM
4. Constraints and veto layer
  - a. Conflicting widgets
  - b. 'Too many widgets' action and etc.
5. LLM creativity limitation
6. Observability and optimization cycle (LMOps)

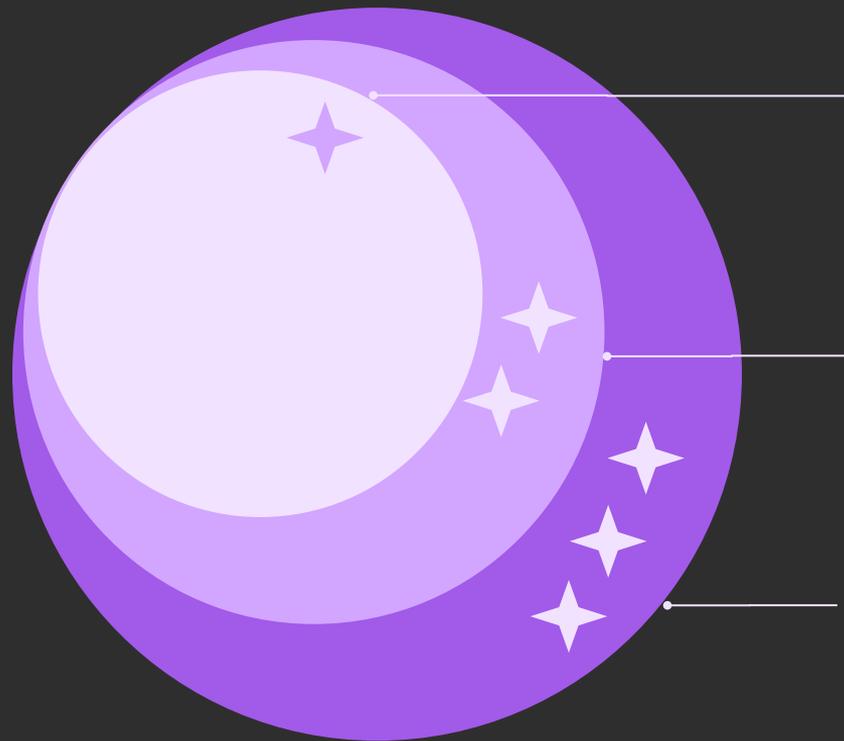


# Generative Self-service Assistant: How it looks



# Middleware: An Easy Way to Integrate





#1

Tailored Omnichannel B2C Self Service for Mobile and ISPs  
*(delivery by our team)*

#2

SaaS Self-Service Builder for Smaller MVNO and ISPs  
*(self-configuration and integration)*

#3

B2C, B2B, Partner Self-service with Deep Customization for Bigger Telcos  
*(compliance, more features)*

# See your idea in action in a matter of weeks with XME.digital platform

Discover [More](#) 



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