

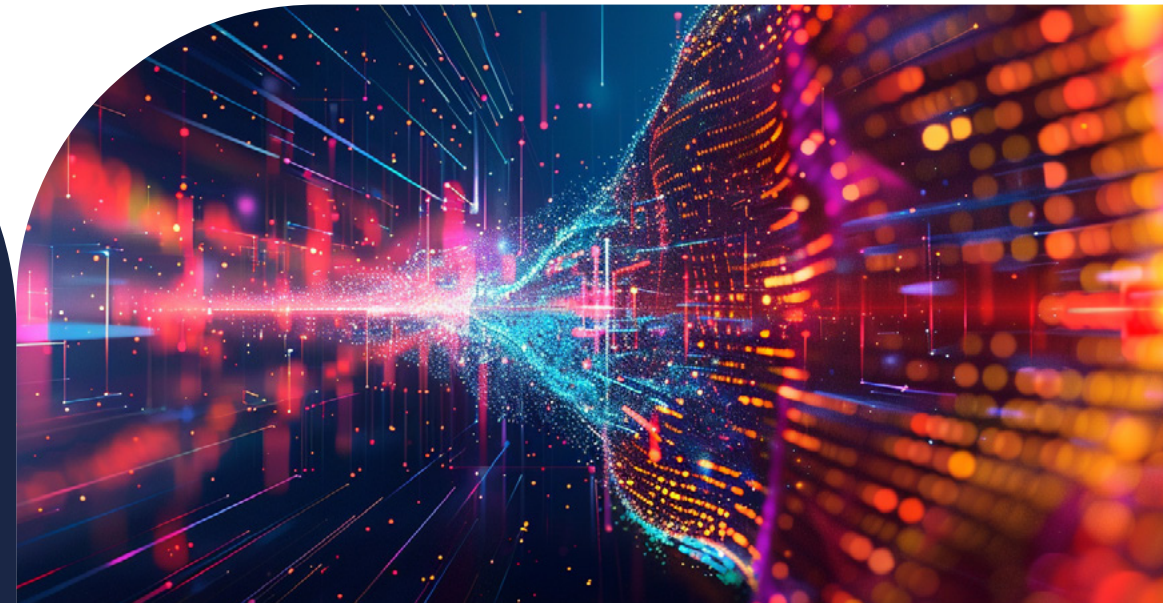
## Telco GenAI Agent

**The AI Challenge:** Leverage GenAI to drive a 30% increase in EBITDA and operational efficiency.



### The solution:

This Moonshot Catalyst introduces a groundbreaking solution to enhance CSP operations by harnessing GenAI for immersive, personalized customer interactions - enabling CSPs to unlock new revenue streams, and maintain top-tier security, scalability and trust.



### Addressing the challenge:

The project aims to transform the user experience in interacting with GenAI agents. The goal is to develop the next generation of Customer Support GenAI agents that:

- **proactively** engage with customers
- use voice and lifelike **digital avatars**
- **analyze** customer data to identify upselling and cross-selling opportunities
- provide a seamless, human-like **interaction experience**



The direct benefits of this project include creating a more engaging, human-like customer interaction experience, leading to higher customer satisfaction, increased sales, and reduced churn rates. These are key metrics for any telecom business, and adopting this technology early can provide significant competitive advantages for industry leaders.”

**Duke Nguyen**  
Senior AI Engineer, VNPT



### Business impact:

boost sales by

**~10%**

reduce customer churn by

**~12%**

Champions:



Participants:



M24.5.739

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