

GenAI-driven customer care for multichannel business

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



The solution:

This Moonshot Catalyst is revolutionizing customer service by deploying a GenAI-powered care co-pilot that streamlines multi-channel interactions, enhancing care team efficiency and self-care capabilities while supporting wholesale customers through advanced Predictive AI, GenAI and ML technologies.



Addressing the challenge:

The challenges the Catalyst is aiming to solve are:

1. Complex customer interactions requiring efficient handling and resolution
2. High technical care costs burdening the business financially
3. Customer churn driven by inadequate issue resolution and engagement
4. Need for proactive account management to drive revenue growth
5. Requirement for trustworthy and efficient communication across multiple channels



Through automation and AI-driven customer support, businesses can achieve significant savings on operational costs while enhancing customer satisfaction and loyalty (NPS).

The AI system's ability to detect service issues, patterns, and recommend service upgrades or cross-sell opportunities during interactions not only improves service delivery but also opens new revenue streams.

With high-quality, 24/7 support, businesses can provide a more seamless and personalized experience, ultimately boosting overall efficiency and customer retention."

Delfi Gunardy

Manager Internet & Connectivity Based Platform,
Telin



Business impact:

- cut technical care costs by up to **70%**.
- reduce churn.
- turn customer care calls into **selling opportunities**.

Champions:



Participants:



M24.5.737

find out more:



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