PortaOne

African
Meetup
2024

www.portaone.com

Creating a successful telecom service in 2025+

- How much telco have changed with AI?

- Easiest way to apply AI to get sizeable gains

- The strategy to overcome the hype

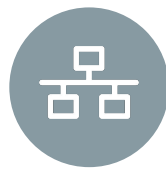- Join forces with PortaOne to utilize the AI!

What is easy now with AI?

Create [mediocre] content

It takes 5 minutes to produce a *generic* article or video *related* to your service.

Integrate back-end systems or launch a web portal

Creating a workflow between two APIs or a custom web-page.

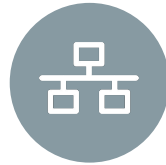## Produce presentations and graphs

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Provided you can gather the good data.

What is still difficult?

Understand customer's needs

AI hypothesis cannot replace a user interview or a pilot product launch.

Maintain reliability and consistent UX

A bunch of quickly created pieces of code and UIs is difficult to glue together.

Create trust and support loyalty

People want to trust humans and buy from humans.

Sales & marketing automation

Create engaging content such as landing pages, videos, social media posts, emails, etc.

Bundle AI tools into your offer - it can be directly integrated into the telecom service (AI in-call assistant) or promoted via a partner scheme.

Test various approaches by doing A/B/C/D...Z testing and analyzing the results. Dynamically adjust.

Go after smaller market segments. PortaOne gives telcos the tools and solutions to work effectively and stay competitive on the market.

Customer support & UX

Build a knowledge base with relevant and service-specific information.

Code with AI - new data flows; widgets for presenting the data; etc.

Communicate via chat/voice bots - save time of your staff and reduce problem resolution time.

Analyze the customer behavior to predict churn or find out the best upsell options.

Do we stand a chance?

The human role - to feed the right data and ask the right questions

An original idea, more specific prompts, well defined tasks - the better is the result, produced by AI and driven by the human.

The proliferation of AI tools levels the field for large and smaller telco - now the main success criteria is the "AI driver".

Let's work together!

Call for use-cases

Submit idea of AI services to be directly integrated into calls or messages, processed by PortaSwitch.

Monetize via Add-On Mart

Already launched a cool product enhancer or AI tool? Monetize it on subscribers of other PortaOne customers world-wide.

Talk to your CSM

Discuss your ideas with PortaOne CSM - they can suggest best practices, allocate engineering resources or connect to a technology partner.