



# Digitize Customer Support - Drive Revenue and Reduce Churn with Conversational Generative AI Agents

**CLIENT** Major Telecommunications Companies

**COUNTRY** Global

**SOLUTION** Insight Negotiation Agent

**Opportunity:** In a rapidly evolving telecommunications landscape, elevating the customer experience is paramount. To maintain a competitive edge, businesses can digitize customer support with conversational Generative AI autonomous agents. Fully controlled to prevent hallucination, ensuring complete reliability, this solution enables precise response strategies to known customer inquiries and optimizes answers to maximize revenue and minimize churn, leveraging AI-based digital twins of customers.

This transformative approach empowers companies to streamline customer interactions, reduce response times, and enhance satisfaction levels. By leveraging the capabilities of the autonomous NAGRA Insight Negotiation Agent, powered by Amazon Bedrock and Claude 3, in conjunction with our proprietary NAGRA Digital Twin technology, businesses can not only meet but exceed customer expectations, fostering loyalty and driving growth.

**Welcome to a new era that revolutionizes the customer experience.**

**Use Case:** Let's consider a major telecommunications company with 5 million customers facing the challenge of handling a high volume of customer service inquiries. Traditionally, addressing these inquiries consumes significant resources, leading to high costs and lengthy response times. By implementing the autonomous NAGRA Insight Negotiation Agent, the telecommunications company can automate many customer service inquiries, leading to substantial cost savings.

Assuming an average customer service cost of \$7.50 per month, 40% (or \$3) is attributable to bill explanation tasks. Assuming that the NAGRA Insight Negotiation Agent can handle 67% of the billing explanation issues autonomously, extrapolating this over 12 months for 5 million customers, the total annual cost center savings would amount to a staggering \$120 million vs. traditional methodologies.

Additionally, the NAGRA Insight Negotiation Agent reduces the rate of revenue erosion (downgrades, discounts, and churn) during interactions and automatically proposes new products to subscribers. This can boost revenue and profitability, further enhancing the financial benefits of deploying the Insight Negotiation Agent.

**Benefits:**

- **Cost Savings:** Achieve substantial cost savings by handling customer inquiries autonomously, leveraging digital channels for efficient resolution. This ensures optimized resource allocation and improved financial performance.
- **Faster Issue Resolution:** Experience a significant reduction in the average time taken to resolve customer inquiries, resulting in enhanced operational efficiency.
- **Heightened Customer Satisfaction:** Gain valuable insights into customer sentiment and satisfaction levels through surveys and feedback analysis, enabling proactive adjustments to deliver exceptional customer experiences.
- **Reduced Churn Rate and Improved Revenue:** The NAGRA Insight Negotiation Agent, leveraging Digital Twins of customers, automatically selects answers that reduce churn and increase revenues.

**Cost Saving Scenario**



**\$7.50**

Average Monthly Cost Per Customer



**\$3.00**

Bill Explanation Cost Per Customer  
40% of \$7.50



**\$2.00**

Potential Monthly Cost Savings Per Customer  
67% of \$3.00

**\$2.00**

Monthly Savings per Customer  
**x 12 months**  
**x 5 million customers =**

**\$120 Million**

in savings driven by utilizing autonomous agents vs. traditional agents

## Value Delivered



### Transforming the Customer Experience

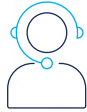
In today's fast-paced telecom world, ensuring customer satisfaction is paramount for maintaining competitiveness. The autonomous NAGRA Insight Negotiation Agent is fully controlled to prevent hallucination, providing precise response strategies to known customer inquiries and optimizing answers to maximize revenue and minimize churn, leveraging digital twins of customers. By leveraging cutting-edge AI, powered by Amazon Bedrock and Claude 3, alongside our proprietary NAGRA Digital Twin technology, we offer a transformative approach to customer service optimization.

The benefits include lower costs, round-the-clock support in multiple languages, quicker solutions, and reduced repeat inquiries. With the autonomous NAGRA Insight Negotiation Agent, you can expect spot-on responses delivered with total control to boost your bottom line.



### Driving Operational Efficiency and Revenue Growth

NAGRA Insight Negotiation Agent offers unparalleled operational efficiency and drives revenue growth. The Insight Negotiation Agent optimizes resource allocation and streamlines operations by automating a significant portion of customer inquiries. The approach enhances customer satisfaction and unlocks opportunities for upselling within customer interactions. With swift issue resolution and personalized responses, companies can foster long-term loyalty while maintaining a competitive edge in the market. The Insight Negotiation Agent empowers companies to deliver exceptional customer experiences and achieve sustainable growth by seamlessly integrating advanced AI technology.



### Alleviate Pressure on Call Center Agents

NAGRA Insight Negotiation Agent eases the burden on current call center agents and allows them to excel in high-value engagements where their expertise truly shines. The autonomous Insight Negotiation Agent efficiently handles routine queries and navigates nuanced customer interactions, liberating agents from repetitive tasks and enabling focused attention on complex customer needs. Moreover, with its demonstrated emotional intelligence, the Insight Negotiation Agent adeptly responds to customer cues. By fostering collaborative interaction, the Insight Negotiation Agent boosts human agents' productivity and effectiveness. This empowerment enhances customer satisfaction and heightened loyalty, reinforcing your company's market position.