MOSSADAMS

The Confluence of Artificial Intelligence and Telecommunications

October 6th, 2021

Management Reporting and AI: Getting to Insights

Where are you now?

What are your KPIs?

How do they support your strategy?
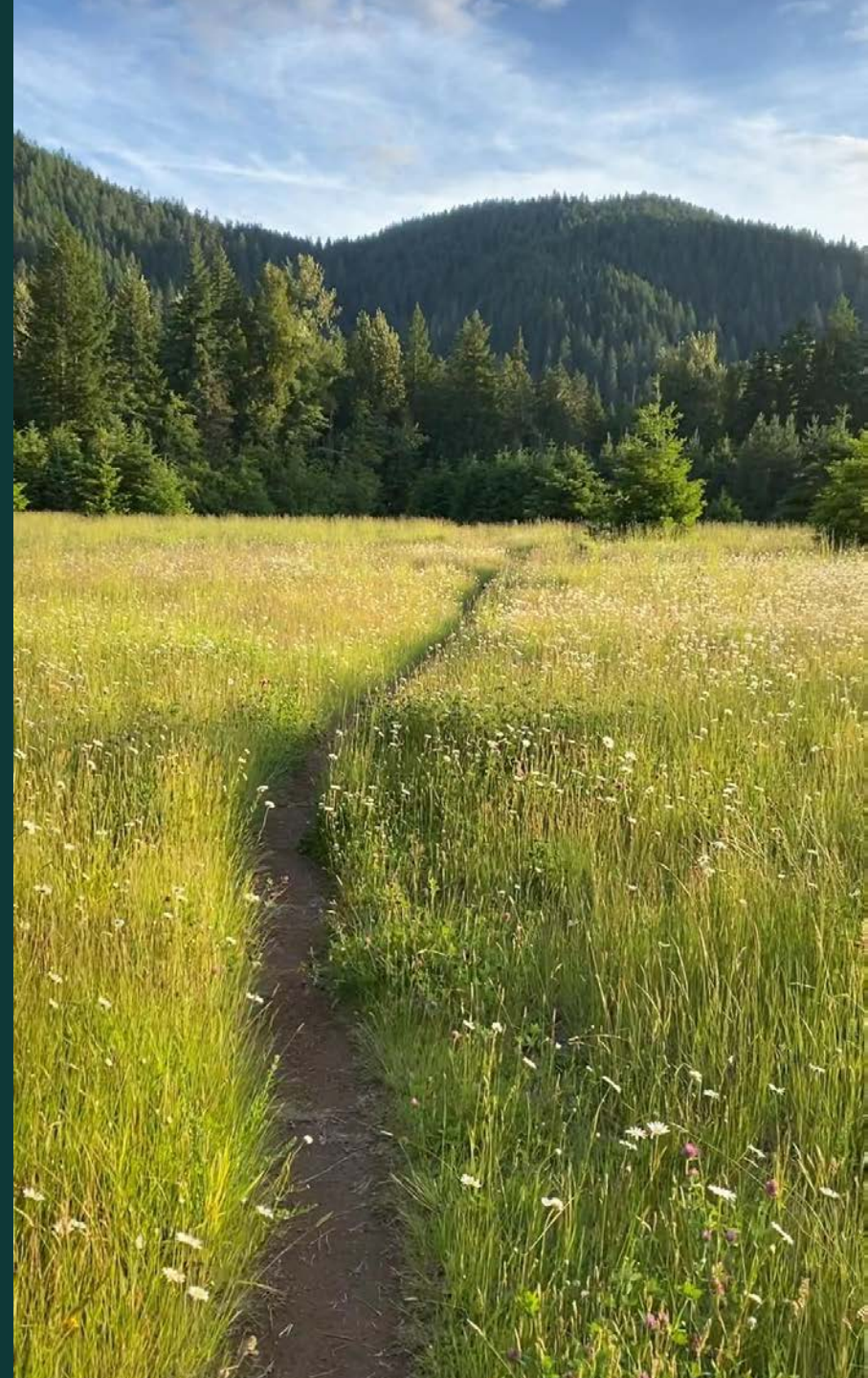
A year from now what do you want to have done?

Management Reporting

What is a Data Driven Organization?

Data Driven Organization

| Intelligent Insights | Curated, Quality Information | Data Infrastructure | Evidence Based Decisions and Actions | Data Culture |

- Makes use of (all) available information

- Conducts briefs based on the data

- Seeks data to support decisions
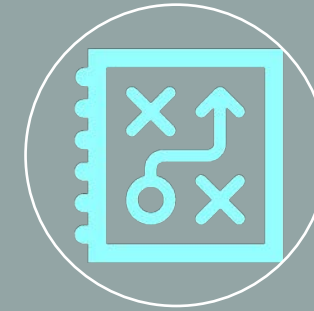
The Stages of Becoming Data Driven

Heavy Lifting
- Separate platforms, high reliance on spreadsheets
- Inefficient, time consuming, error prone, risky
- Reactive

Emergent
- Compiling info from multiple systems, automated reporting
- Expanding data culture, enablement by data
- Aware

Optimized
- Self serve analytics, forecasting, predictive analytics
- What-if scenarios, resource management,
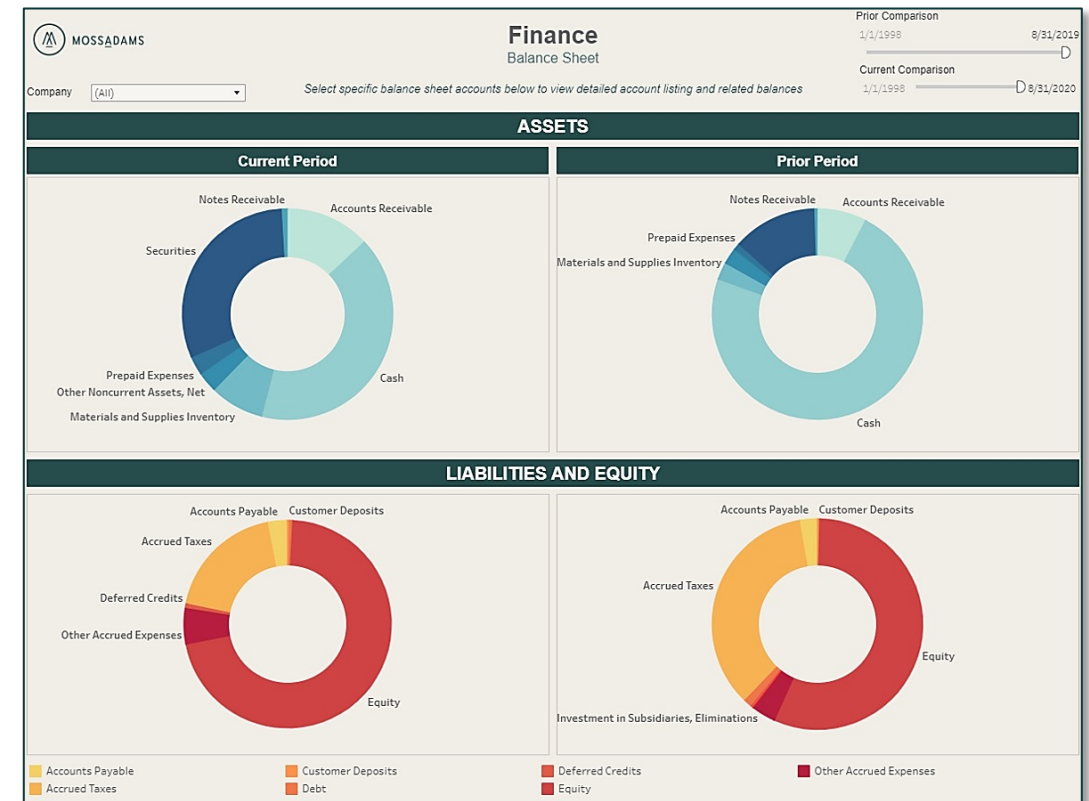- Proactive

VALUE

Breathe New Life Into Existing Systems

Goal: Context

Seeing things beyond the silo

- Multiple Systems
- Multiple Sources
- One Page
- One Version of Truth

Bottom Line: Make it Simple to Use
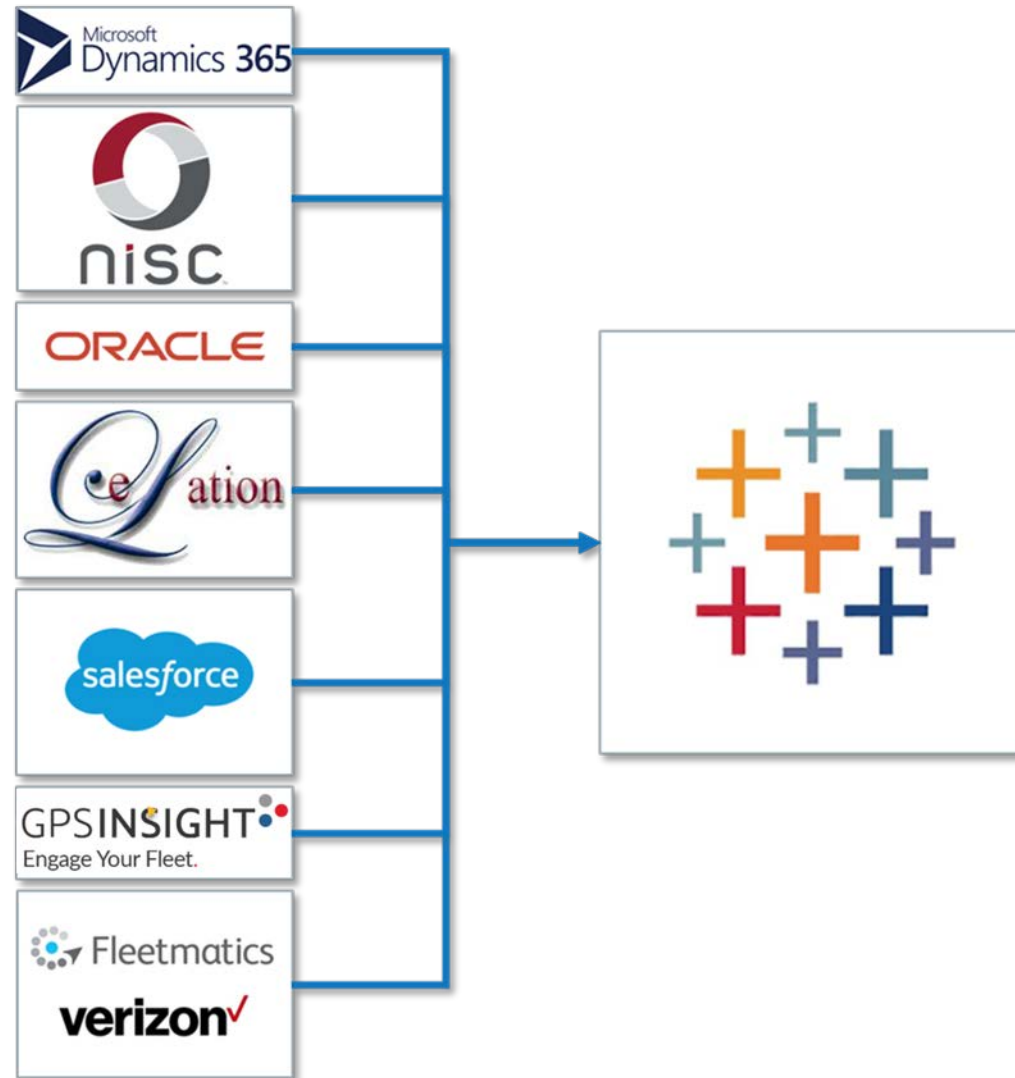
There is Real Value in (Using) Your Data

Automation saves employee's time, increases focus on new matters

Better Information makes better decisions

Better visibility of the data allows for faster decisions

A Common operating picture brings people together on issues

Bringing the data together can give leaders access to new information

What Is Our Workload?
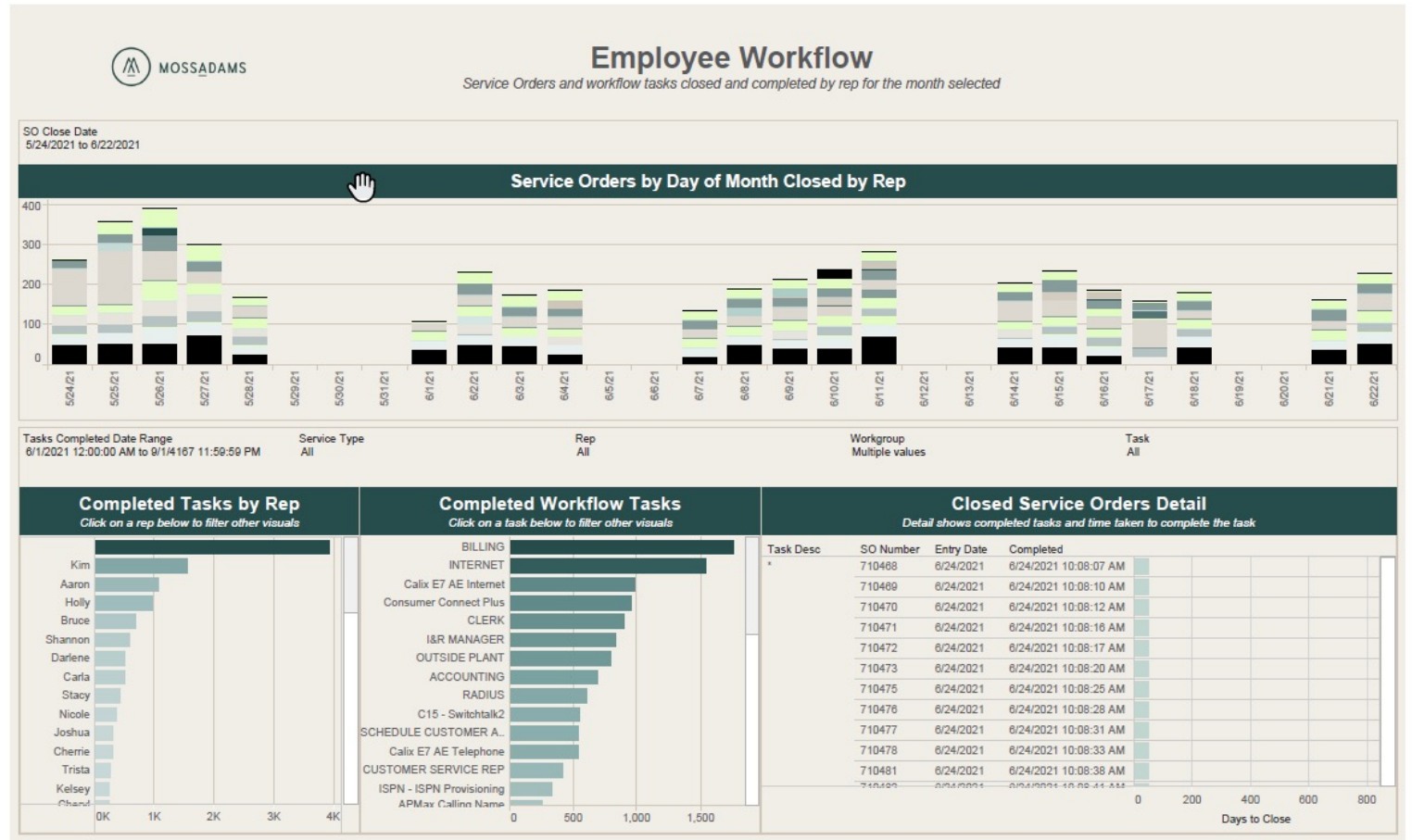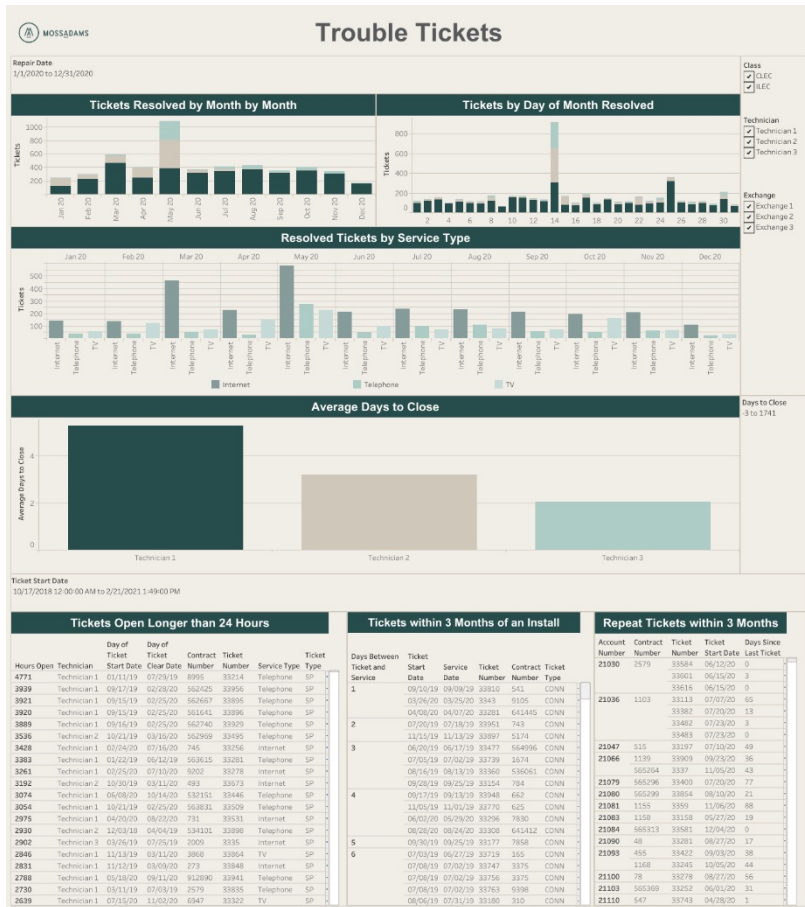
How Much Revenue Are We Making?
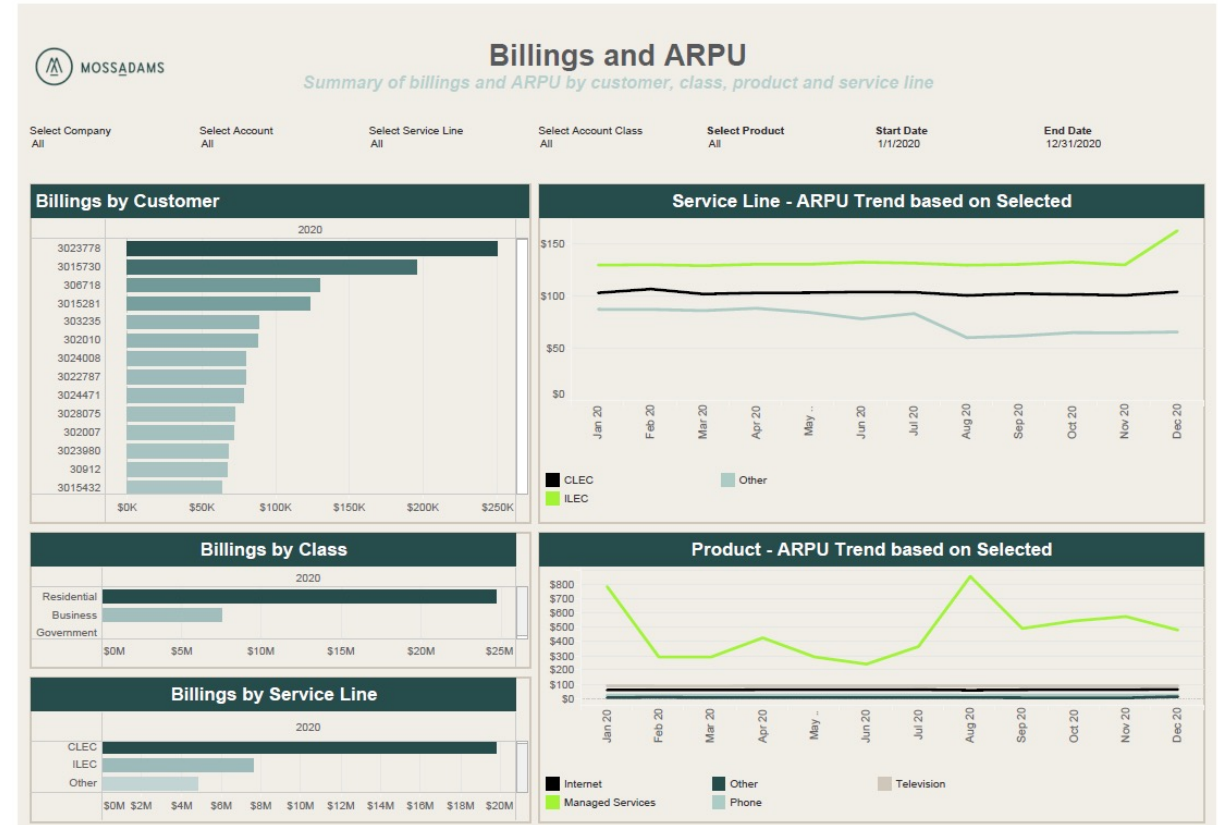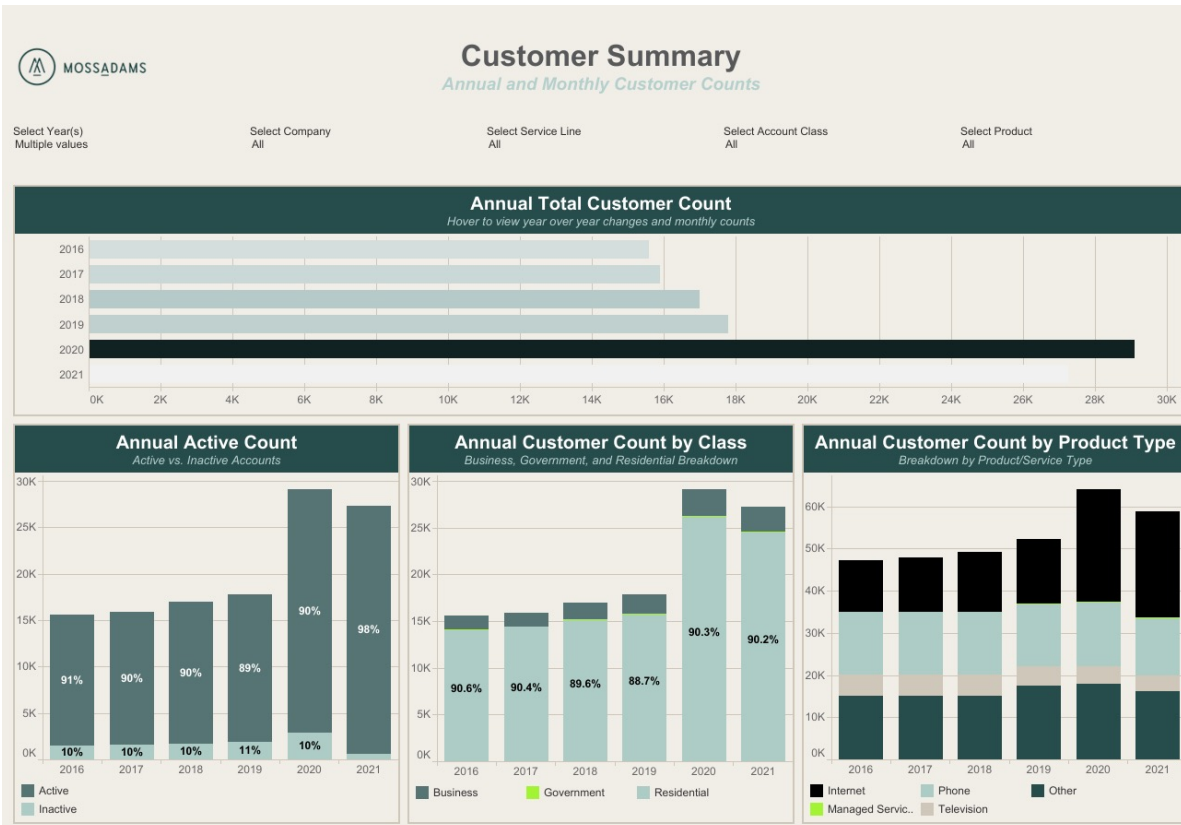
What About The Numbers?
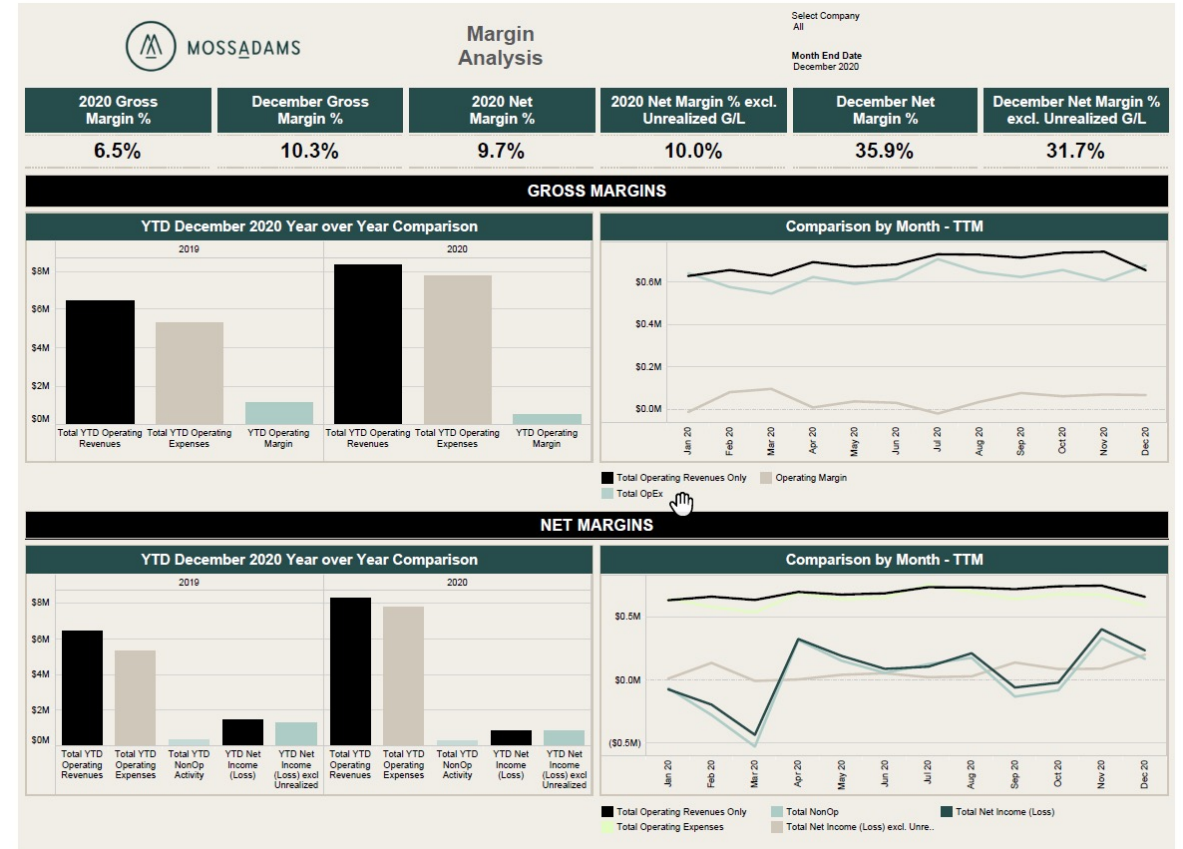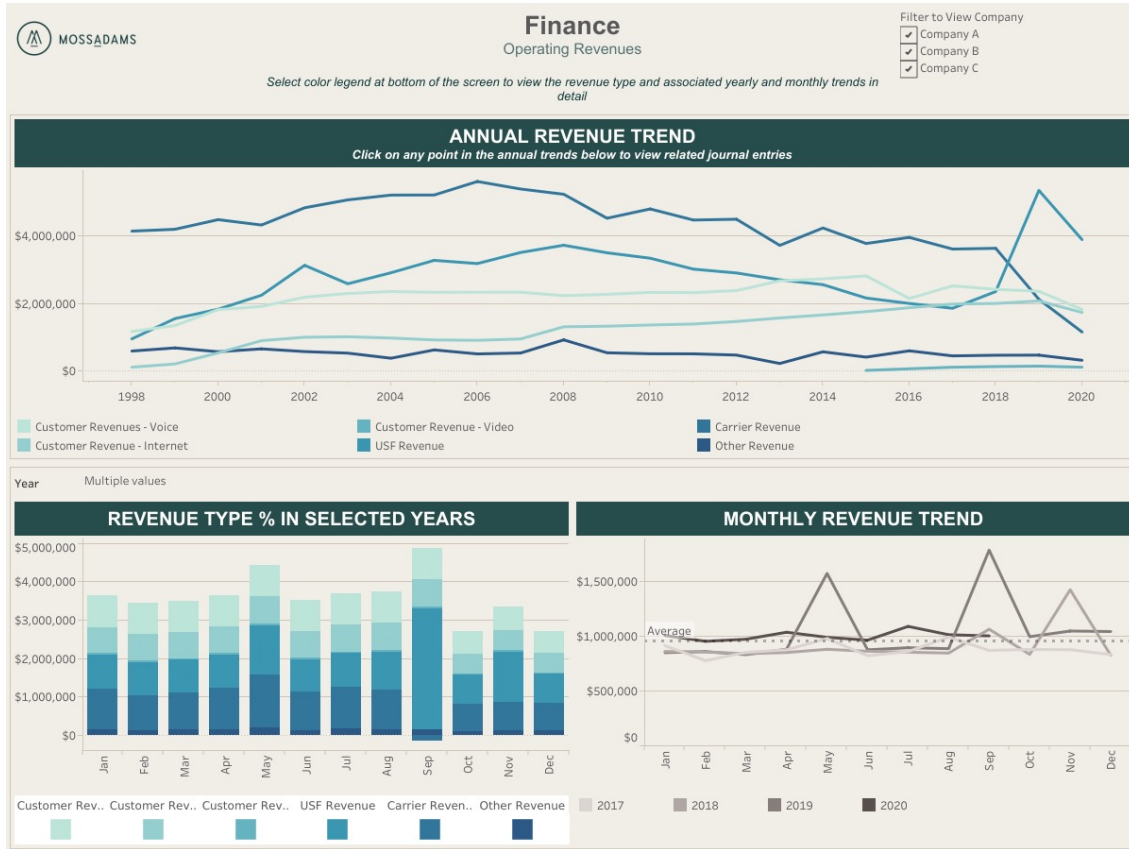
Keep Moving Forward
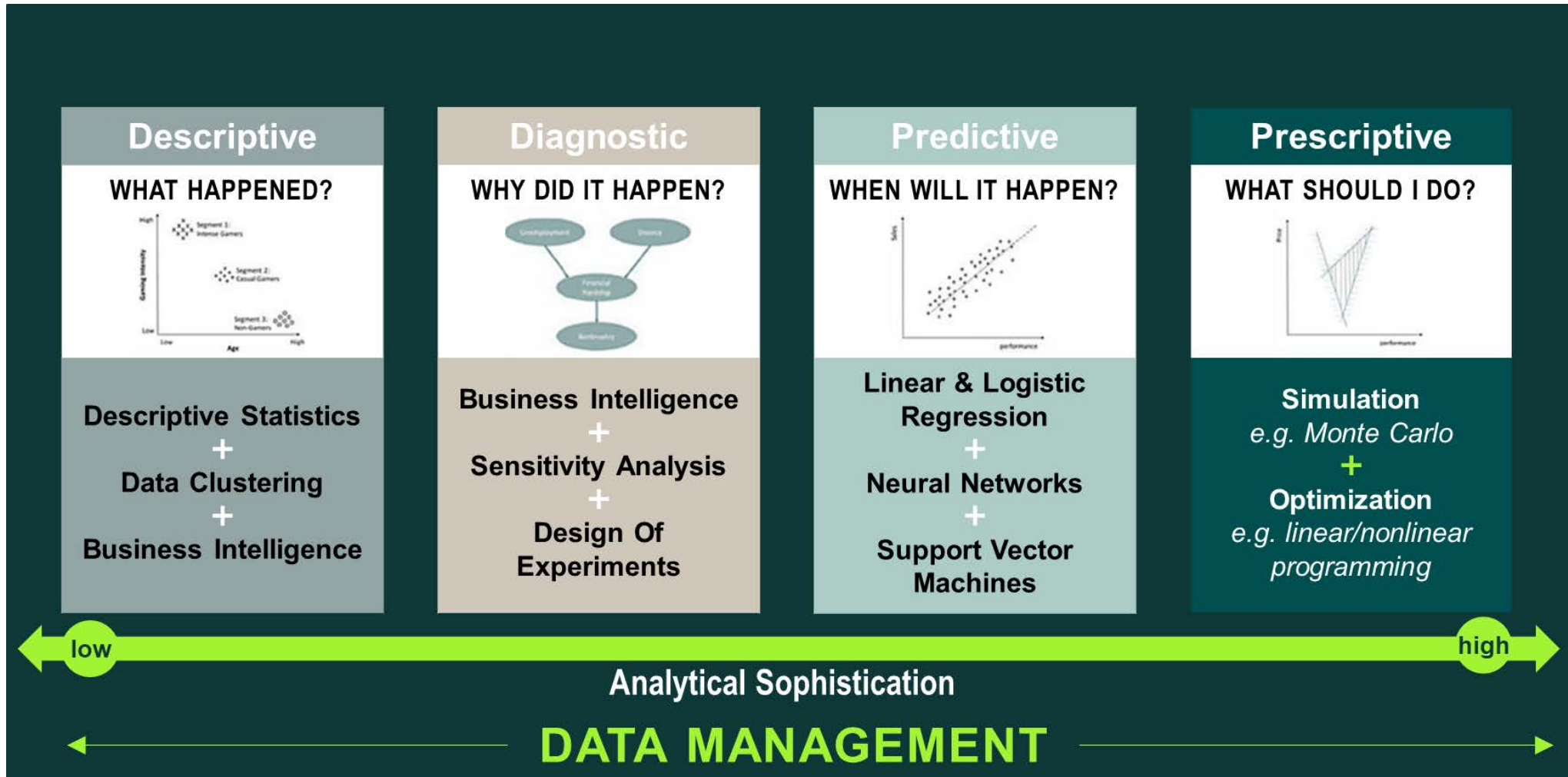
What's Next

Fundamentals!

Business-Driven Analytics
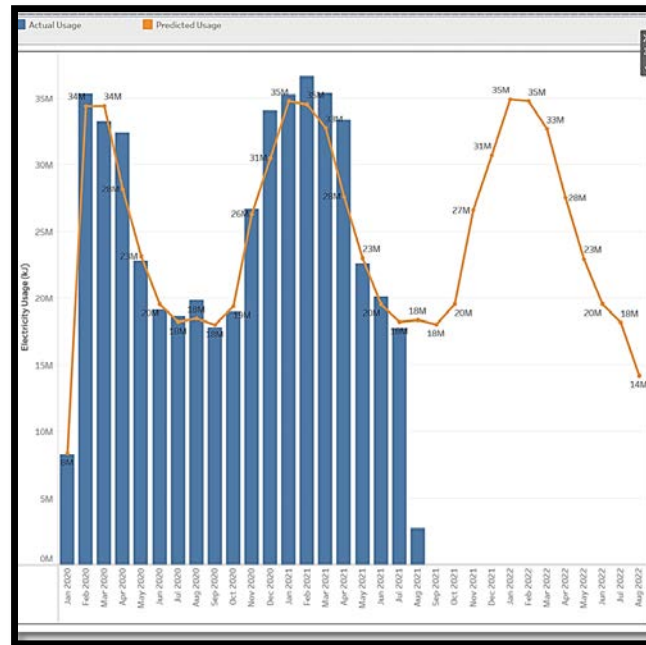
AI for your business: Aible

I AM AIBLE

AIBLE

60%

"Nearly **60%** of small to medium sized businesses rarely or never look at their data"

– Statistic Brain Research Institute

AIBLE

Background on Aible

- **Founded by the team that created BeyondCore (Acquired by Salesforce to become Einstein Discovery)**

- **Co-founders taught *"AI in Market Facing Functions (AIM)"* at the Harvard Business School**

- **Founding team led ~2000 real-world AI/ML projects**

- **Multiple patents granted, 12 patents pending**

Ranked #1 in AutoML Use Case
2021 Gartner Critical Capabilities for Cloud AI Developer Services

Figure 3. Vendors' Product Scores for AutoML Use Case

Product or Service Scores for AutoML

| Vendor	Score
Aible	4.50
H2O.ai	4.35
Amazon Web Services	3.78
Google	3.65
Prevision.io	3.65
Baidu	3.50
Microsoft	3.50
Clarifai	3.38
IBM	3.15
Alibaba Cloud	2.88
Salesforce	2.88
Tencent	2.35
Oracle	1.25

As of 1 March 2021

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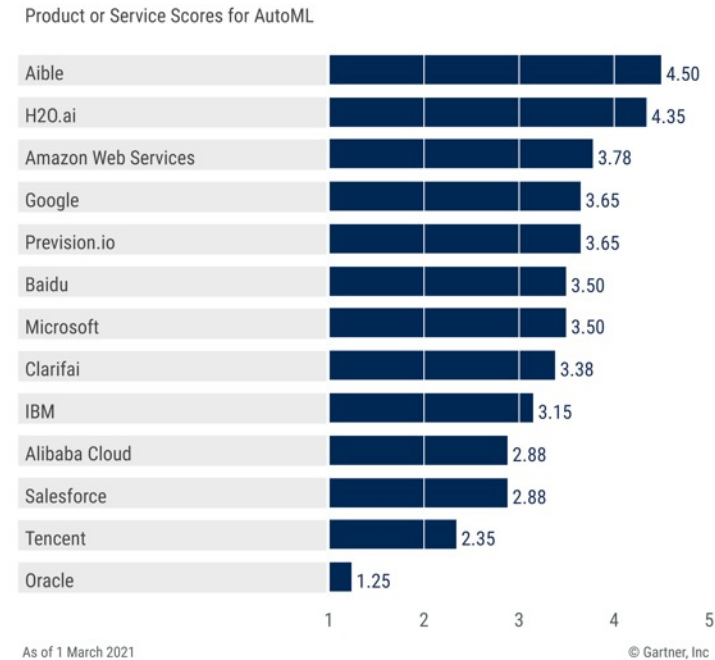
Source: Gartner (March 2021)

Read the full report at: tinyurl.com/GartnerAible

Named A Visionary
2020 & 2021 Gartner Magic Quadrant for Cloud AI Developer Services

Gartner

COOL VENDOR 2020

™

Gartner, Cool Vendors in Analytics, 16 May 2019, J Sun, G Herschel, R Sallam, J Richardson

Telco Use Cases

AIBLE

Persisting Challenges in Telco

32%

With up to 32% customer churn per year, telcos scored the second lowest scoring vertical for customer satisfaction, ahead of transportation

Satisfaction Index

89%

Over 50% of companies exclusively rely on manual methods for field service methods and 89% want to use technology to solve problems with field servicing.

20%

Telcos spend up to 20% of their revenue on acquisition and retention of customers

Computer Weekly

AIBLE

Solving The Toughest Challenges In Telecommunications With Data, Predictive Analytics, And AI

LEAD SCORING

Identify leads with characteristics that are similar to your best customers and prioritize top of the funnel target audience across titles, roles and factors that are most likely to convert.

FIELD SERVICE OPTIMIZATION

Proactively decide who should go where to solve customer problems in order to maximize efficiency of operations

CHURN REDUCTION

Determine which customers are likely to churn and target them with the right tactics to maximize lifetime value at the lowest possible cost

Aible AI Fabric for Telecommunications

AIBLE

⚑ START WITH THESE USE CASES

TELCOM HEADQUARTERS

⚑ CHURN REDUCTION
Determine which customers are likely to churn and target them with the right tactics to maximize lifetime value at the lowest possible cost

⚑ LEAD OPTIMIZATION
Identify leads with characteristics similar to your best customers and prioritize top of the funnel target audience across titles, roles, industries, functions and factors that are most likely to convert.

INVENTORY EXPEDITES
Decide when to expedite inventory like phones, routers and accessories to match demand spikes in order to balance carrying costs vs revenue opportunities

OPTIMIZING MARKETING PROMOTIONS
Gauge propensity to purchase and target customers or prospects with offers to maximize profit across acquisition, renewals and upsell

FRAUD DETECTION
Identify suspicious call or customer patterns, to quickly combat fraudulent activity (including first-party or true-party fraud) with AI techniques such as advanced anomaly detection.

COLLECTIONS EFFECTIVENESS
Easily distinguish between legitimate credit defaults from fraud and focus collections efforts on the cases that are most likely to generate a positive return.

OPTIMIZE ASSET UTILIZATION
Boost productivity by optimizing costs and usage across software and hardware assets

CUSTOMER SERVICE CALL CENTER

⚑ CUSTOMER SATISFACTION
Proactively route calls to the right agents by determining the best available service group for a given customer taking into account the reason for the call, lifetime value and call complexity.

OPTIMIZE CALL CENTER COSTS
Drive engagement by enabling agents to leverage customized prompts and promote products or add-ons that the customer is more likely to purchase.

RETAIL STORE

COST OPTIMIZATION
Optimize processes by predicting replacements / repair work using telecom inventory trends, product returns, and warranty statistics

STAFFING OPTIMIZATION
Make profitable decisions on staffing at retail stores by region, location and other factors

CUSTOMER ENGAGEMENT
Enable retail store representatives to make spot promotion offers to prospective customers

SATELLITE FIELD SERVICE AND REPAIR OPS

FIELD SERVICE OPTIMIZATION
Proactively decide who should go where to solve customer problems in order to maximize efficiency of operations

RESOURCE OPTIMIZATION
Proactively anticipate inventory and staffing based on volume and complexity of service requests by region

CUSTOMER SATISFACTION
Anticipate problems and react to outages and issues and get ahead of customer complaints

FLEET MANAGEMENT
Predict TCO with breakdown across cost per mile and preventative maintenance

NETWORK INFRASTRUCTURE

PREVENTITIVE MAINTENANCE
Anticipate equipment failure and proactively fix problems with communications hardware such as cell towers, power lines, data center servers, to maximize uptime

SELF ASSURANCE
Anticipate potential service issues and proactively address them before a disruption occurs

CUSTOMER

DRIVE LOYALTY
Increase customer loyalty by proactively providing customized promotions and targeted partner offers via the right channels

Case Study

AIBLE

Get Recommendations That Drive Impact With Every Action

Data

Recommendations

B2C Sales

- Customer Attributes: Location, Gender, Age, Prior Customer, Number of Purchases

- Product Attributes: Product, Configuration, Shipment, etc.

- Offer Attributes: Promotion, Channel (Website / Call), etc.

- Other: Call duration, CSAT score etc.

Identify Customers Likely To Leave For New Tech

Improve First Visit Resolution

Reduce Overall Drive Time With Better Fleet Management

Lower Costs With Targeted Marketing Outreach

CRM

CSV

AIBLE

Understand Your Business And Maximize Revenue

You Answer a Few Business Questions

Aible Delivers Impact On Your Terms

Maximize Revenue
(Given Cost Benefit Tradeoffs & Resource Constraints)

Your Overall Strategy

My overall goal is to reach **Revenue** of at least **115%** of baseline ($110,000,000)
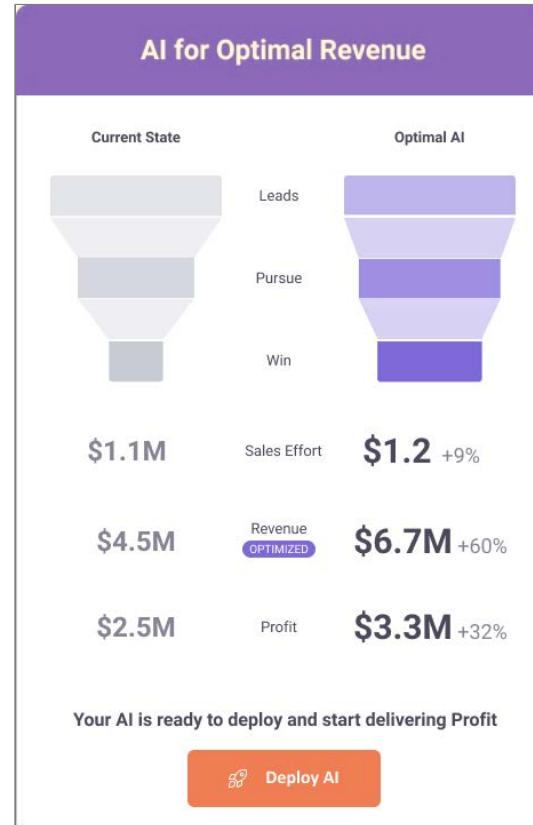
Would you like to adjust your strategic focus?

☘ Revenue | ⌇ Resourcing | ⌇ Profit

My goal is to reach **Revenue** of   at least ▾   115   % ▾   of **Baseline**

I would like to add a secondary constraint

How many transactions do you pursue every month and what is the average cost and benefit?

I expected to **Pursue**	5,000	**Opportunities** per Month ▾
Average Margin	0.35	
Average Number of Sales Visits	4	
Average Deal Size	30,000	
Cost Per Visit	$230	
Cost of Product	$20,000	

AI for Optimal Revenue

Current State		Optimal AI
	Leads	
	Pursue	
	Win	
$1.1M	Sales Effort	$1.2 +9%
$4.5M	Revenue OPTIMIZED	$6.7M +60%
$2.5M	Profit	$3.3M +32%

Your AI is ready to deploy and start delivering Profit

🚀 **Deploy AI**

AIBLE

Aible Optimizes Lead and Opportunity Scoring to Maximize Revenue
End Users Can Adjust the AI Recommendations to Meet Their Unique Preferences

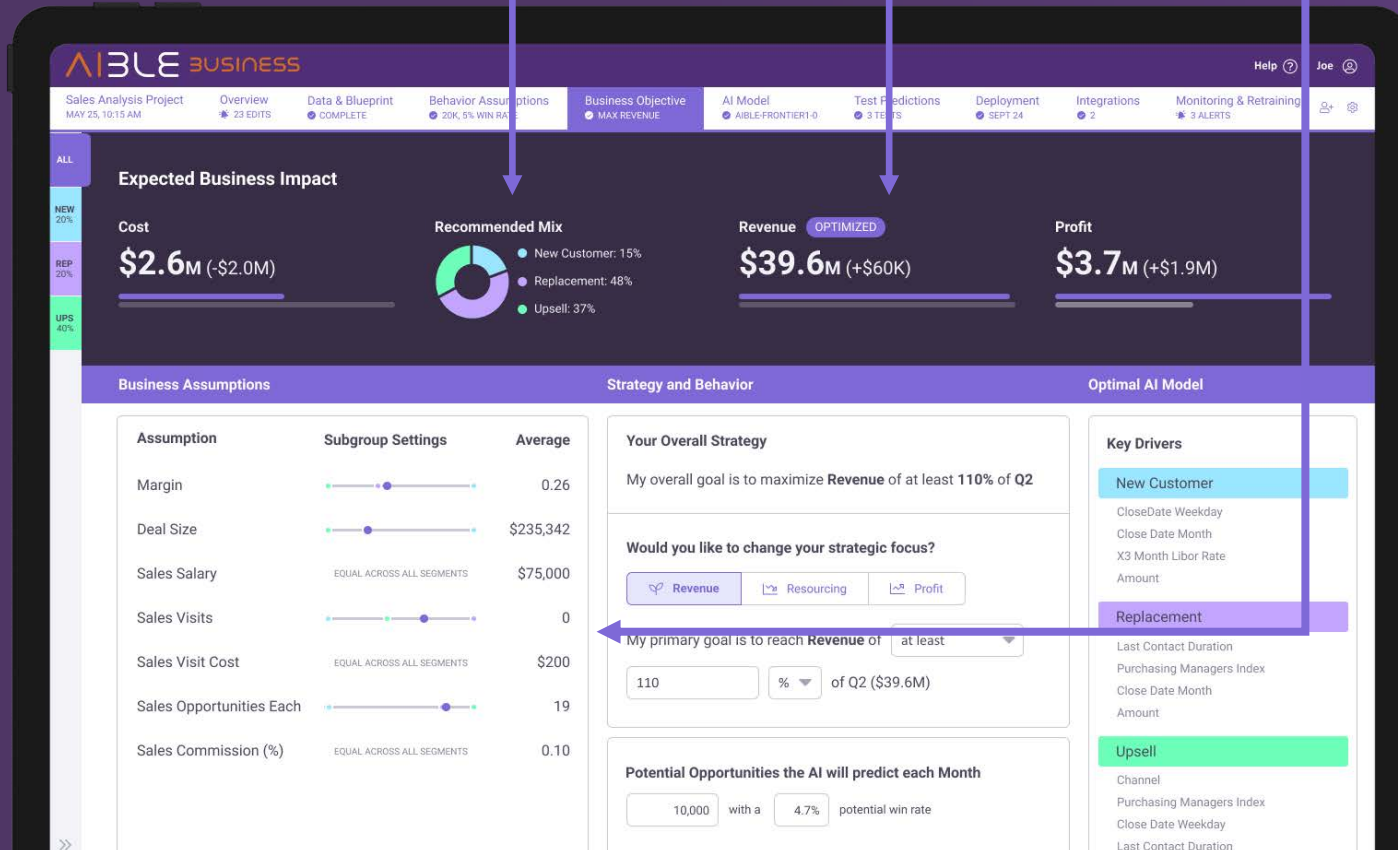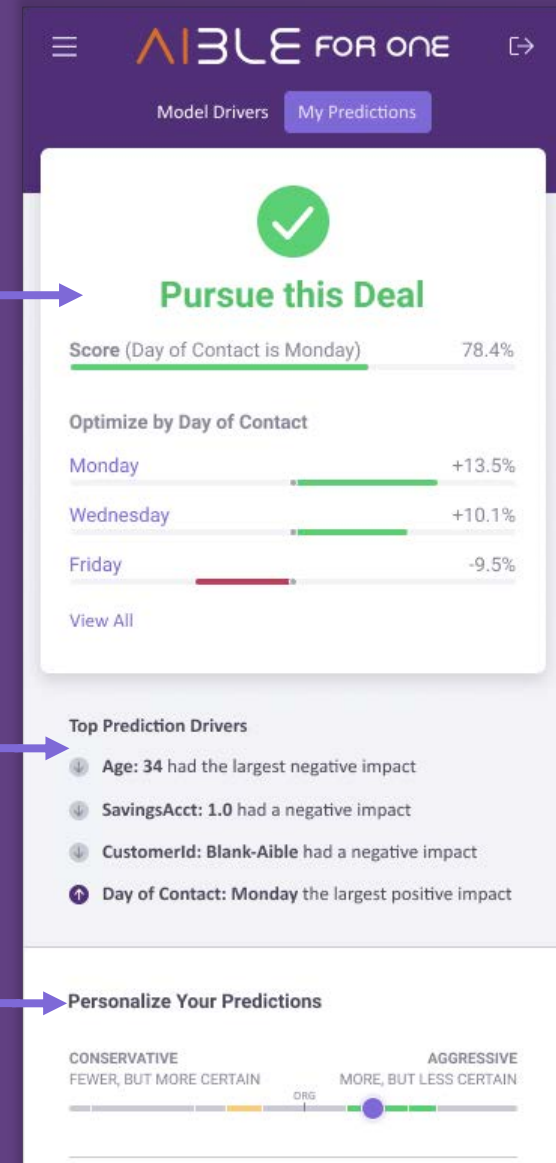# Aible Rapidly Answers: Is AI a right fit for your business?

DATA

IMPACT

OPERATIONALIZATION

Is my data good enough for AI creation?

Can AI perform better than current processes?

Will end users use and get benefit from AI?

AIBLE

Questions?

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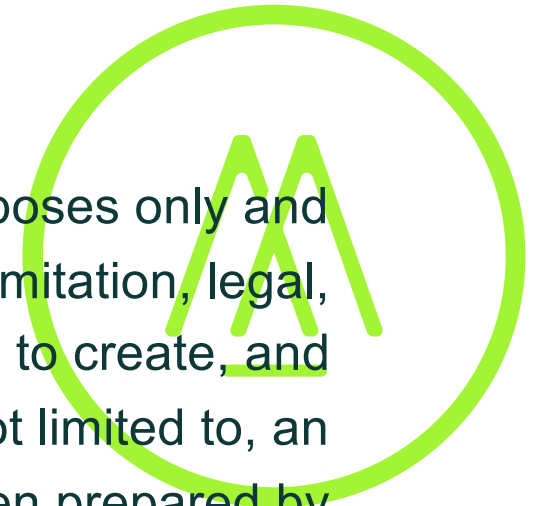
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