WTA Fall Forum

The Results Are In
Practical AI for Broadband

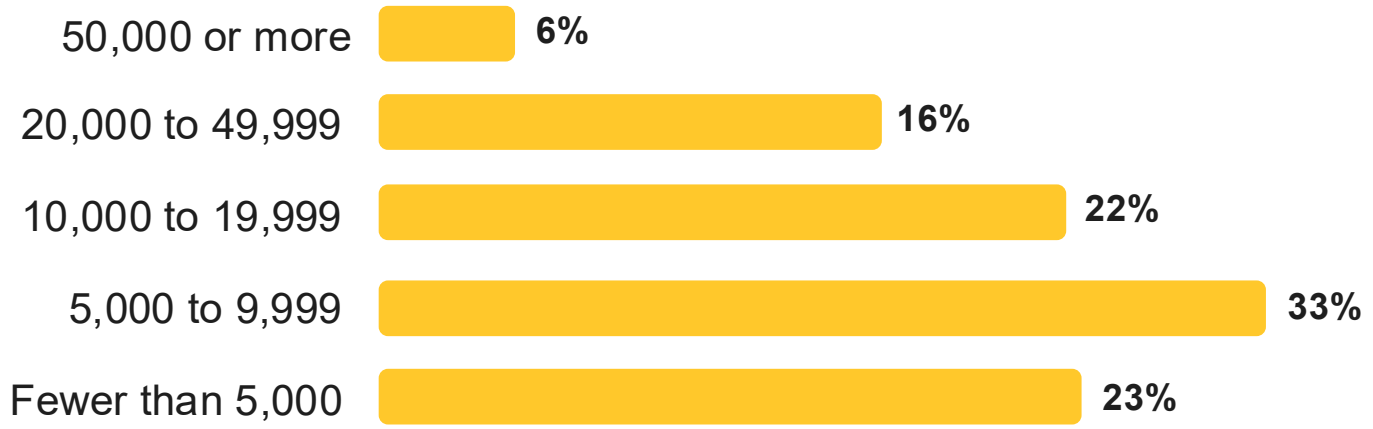
October 7, 2026

telecompetitor

132

Rural broadband providers, including 22 electrics

Residential broadband subscribers

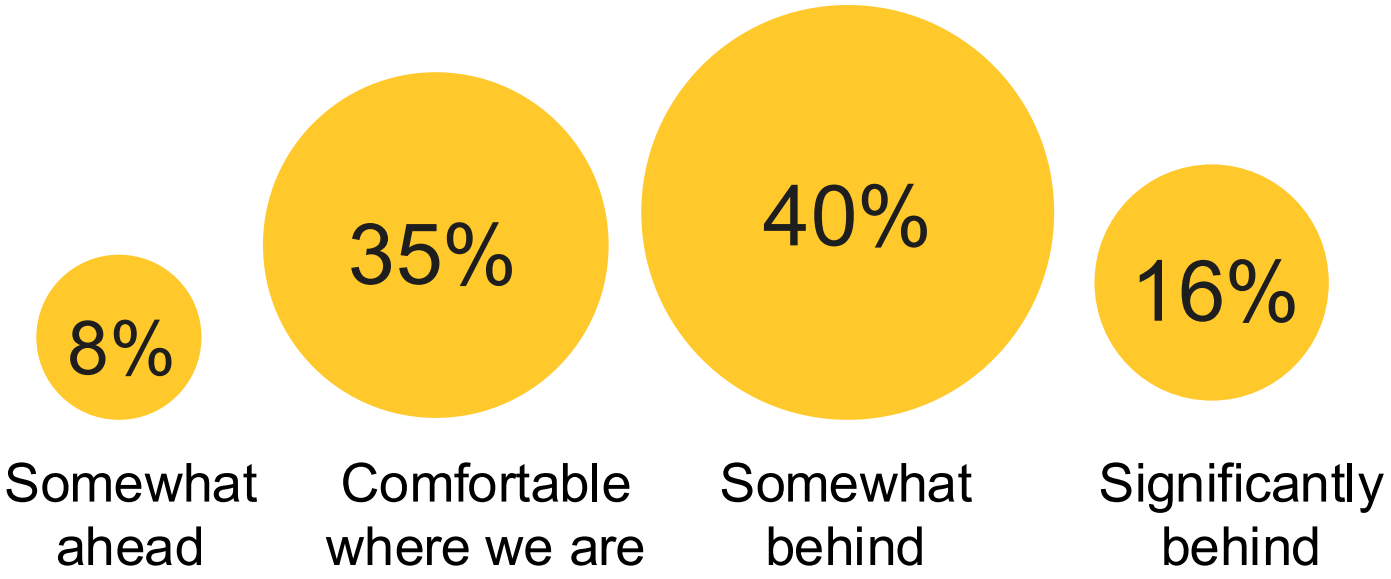


Thank you to our sponsor!

Innovative Systems

56% of Respondents Felt They Were Behind on AI

Compared to where you think you should be, how would you best describe your organization's overall readiness to use AI today?

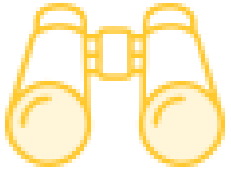


"We are in the infancy stage…our primary use has been limited to email/paper writing, case study completion, etc. We have a desire to deploy AI more in the day-to-day CSR activity."

"We're trying to figure out what makes sense, what tools to use for which things and how to keep an updated policy…and employee education."

Segments based on AI use and advancement

54%



Dabblers

- Limited / informal use
- No defined AI strategy
- No AI task force
- No formal AI training
- Most have <10k subs

32%

Explorers

- Mostly exploration, some pilots
- 1/3 have AI task force
- 10% have strategy
- 27% provide training

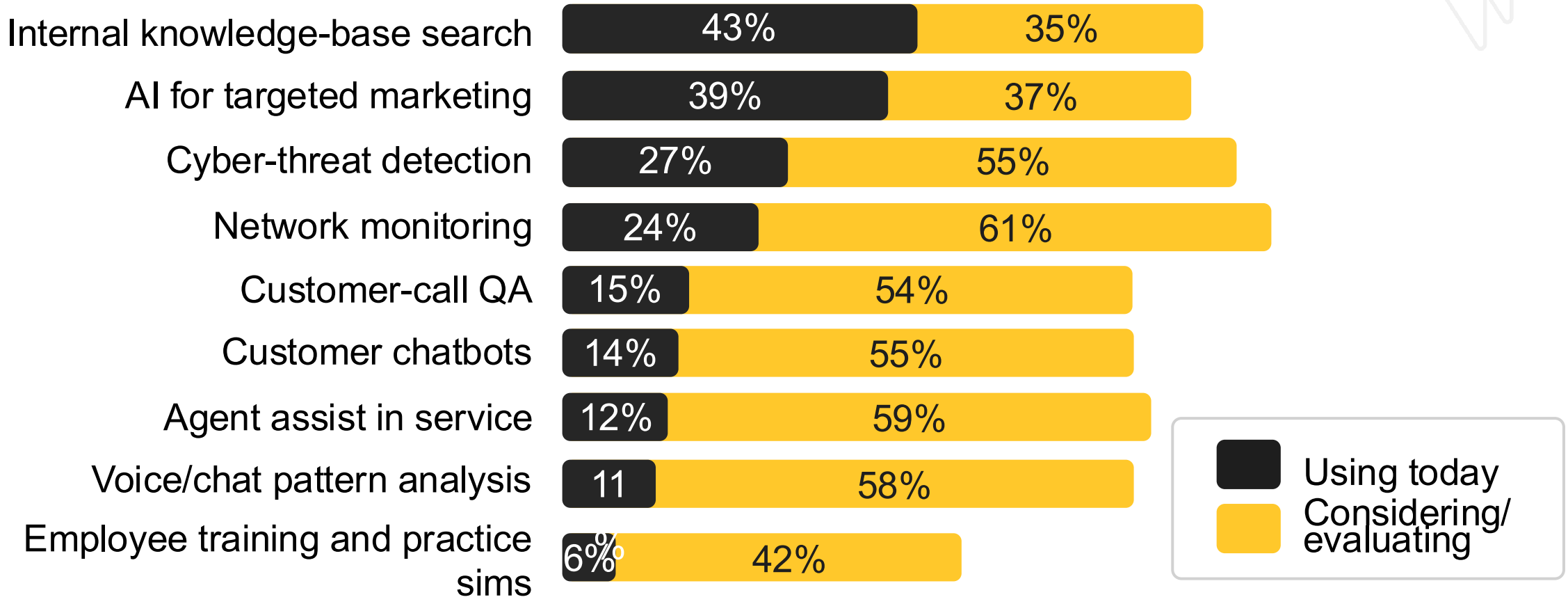
13%

AI Operators

- Most have pilot projects
- Have an AI task force
- Have a defined strategy
- Provide formal training

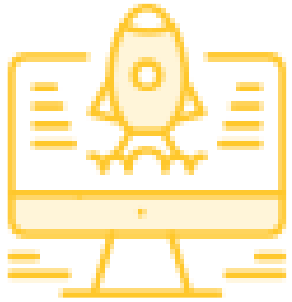
Capabilities used + being evaluated

Percent using today OR actively considering/evaluating each AI capability.



Areas with highest potential for creating value with AI

*"We are developing a **network monitoring solution** integrated with Azure OpenAI, designed to proactively alert us to bandwidth utilization patterns, logging anomalies, interface errors, and other critical performance indicators."*



29%

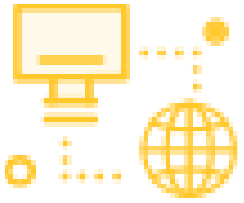
Personal productivity (leaders/team)

22%

Customer service

20%

Marketing & revenue growth



17%

Network perf. & ops

14%

Cybersecurity & risk mgmt.

Examples of Personal Productivity Use Cases

- Writing support
- Communication – Draft emails or email responses
- Meeting transcription and notes → action items
- Convert a PDF into Word
- Take an FCC Order and summarize it with implications and action items
- Research on a company or market
- Meeting prep – build outlines,
- Data analysis
- Thought partner/brainstorming
- On demand learning
- Personalized news/industry monitoring

Beacon

Updated: Aug 18, 2026 at 8:16 AM PDT

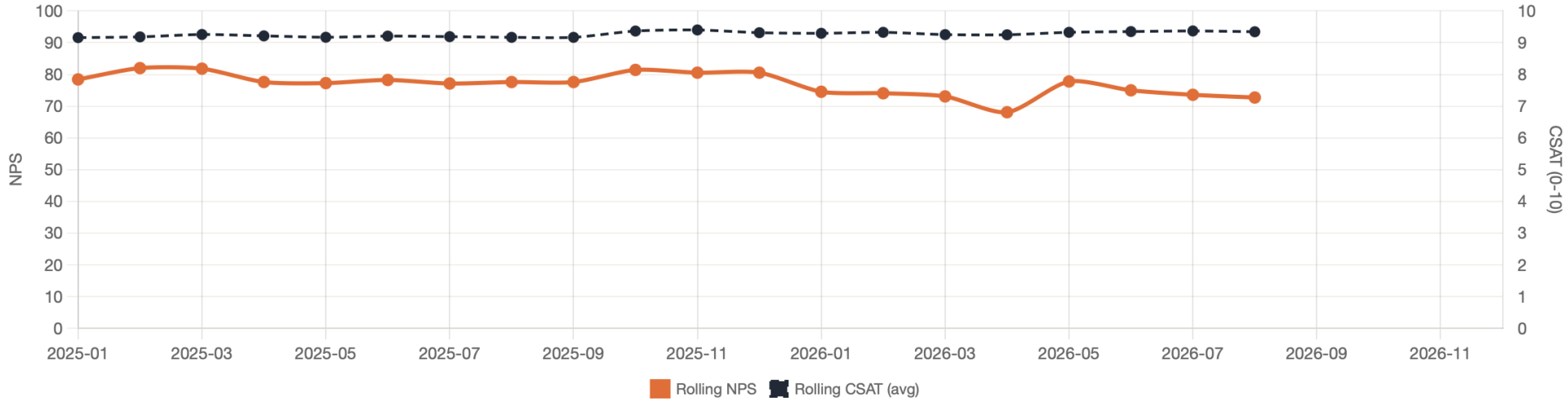
Signed in as **Leadership** Log out

BUSM | Clients | **Client Pulse** | Employee Pulse | Financials | KPIs | Project Start Planning | Resources | Sales | Capacity | OOO

Post-Project | Recurring

NPS BY DISTRIBUTION

Company | Branding | Research | Training | Web | Video



Showing company-wide rolling 12-month values across 20 of 24 months.

YEAR **All** | 2023 | 2024 | 2025 | 2026

SERVICE **Web** | **Research** | **Branding** | **Training** | **Video** | **Marketing** Reset

NET PROMOTER SCORE
76
153 responses in view

AVG RECOMMEND SCORE
9.4/10
Raw average

PROMOTERS
125
82% of responses

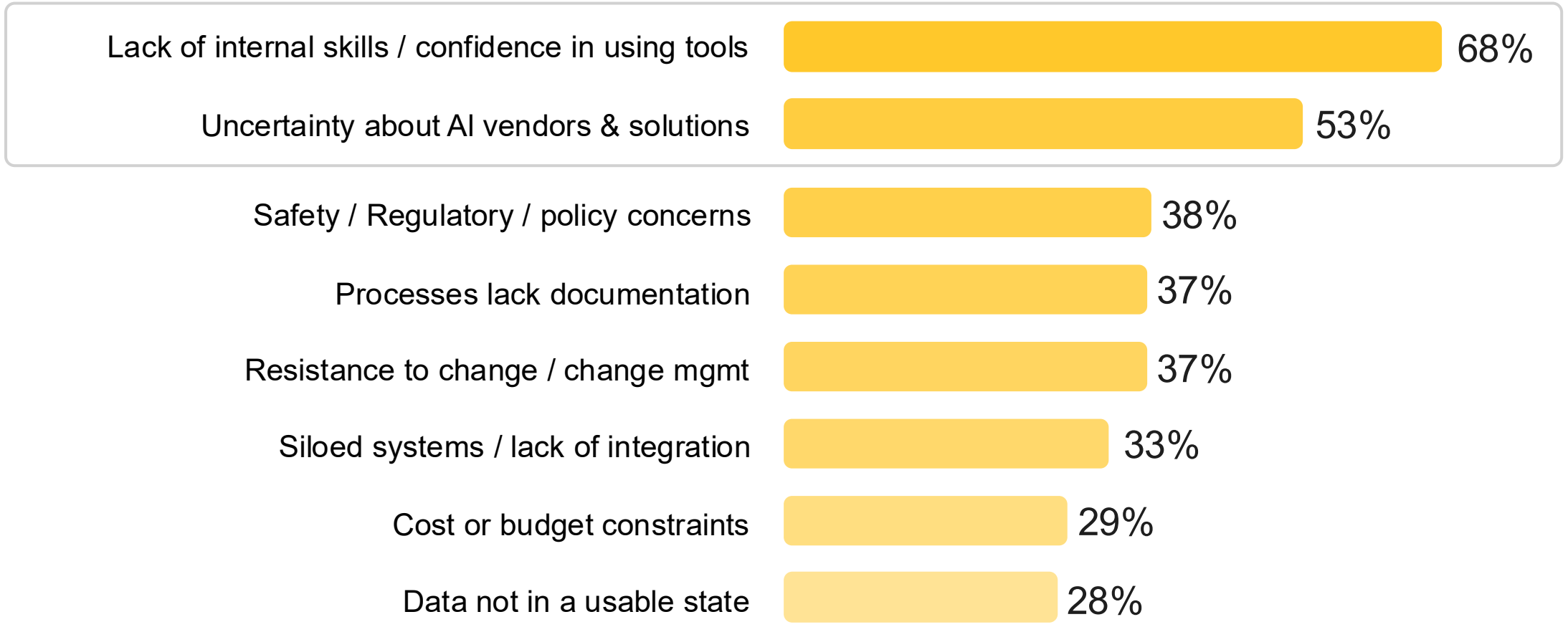
PASSIVES
20
13% of responses

DETRACTORS
8
5% of responses

TESTIMONIAL OPT-INS
77
Clients who said "use this publicly"

What's in the way?

What do you believe are the biggest challenges to using or advancing AI at your organization?



What your peers told us to tell you

*"Don't wait. And **get your policies in place first** so you have some guiding principals and structure around AI to start."*

*"**Don't fear it.** Get your hands dirty and get started with it. It's much easier to utilize and understand than you'd expect."*

1. *Leadership needs to **embrace it** immediately.*
2. *Create an internal **AI use policy.***
3. *Provide AI Prompting **classes.***
4. ***Trust in AI vendors is paramount.** Do not be cheap—pay for the enterprise version and enforce use of that model."*

*"Chatbots are not where the value is created. **Using automation triggers with distinct agents** to get work done more efficiently is where the real value lies, and that takes someone that is comfortable implementing custom tools in your organization.*

*Maintain consistency by bringing together a **cross-functional development team** to brainstorm, test, and implement processes."*

Thank you!

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