

## **Leveraging AI Technologies for Delivering Better Service Outcomes**

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AI provides an opportunity for products and services to become smarter and more responsive to customer needs, an extremely important factor for any service organisation such as a Telco. BT has been using AI for many years both in its products and services as well as in its systems and networks. We see a range of applications for introducing smarter technologies which can increase automation and better tailor products to customer needs. The company was the first European Telco to use AI techniques in workforce scheduling in the 1990s, to maximise the efficiency of our workforce. Since then, we have extended the use of AI across workforce and resource management in BT. Other applications of AI include service level prediction where we use data mining and machine learning techniques to enhance the decision making process for delivering better customer experience.