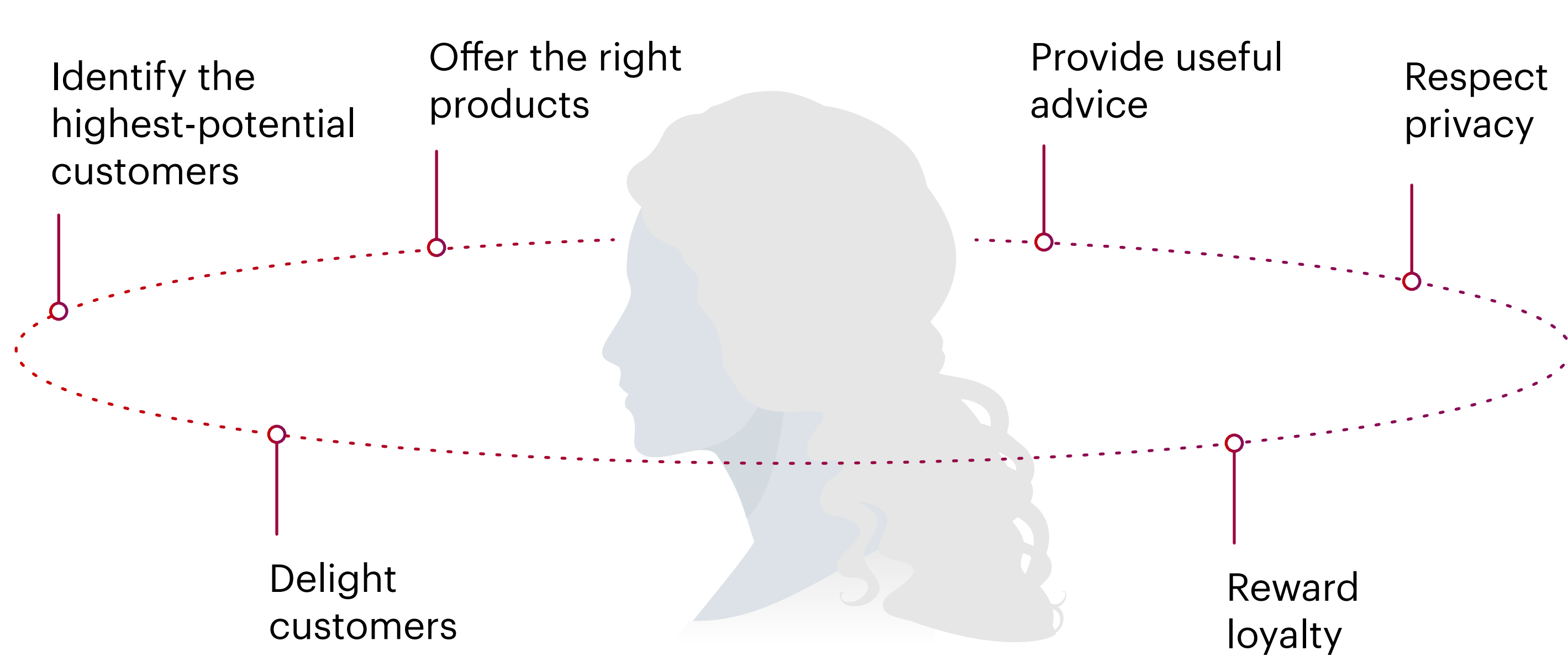


Hyper-personalization in Telecom: Opportunity on the Line

Providing personalized CX at scale can be transformative, if you do it right.

The hyperpersonalization advantage

It helps telcos:



With AI, hyperpersonalization can now solve the “back book” challenge of tracking millions of customer interactions

Hyperpersonalization pays off

80%

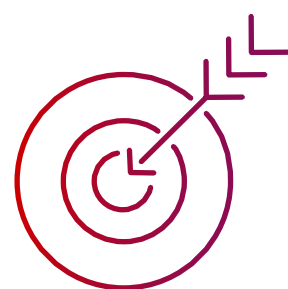
of business leaders say consumers spend more (38% on average) when their experience is personalized

5X potential increase in conversion rate when Bain's proven approach is applied

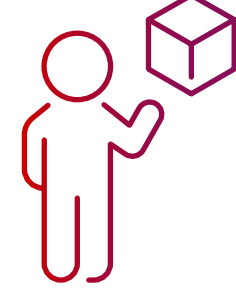
Companies that provide it boost **NPS**, **conversion rates**, and **ROI**

Generative AI is a game changer for hyperpersonalization at scale

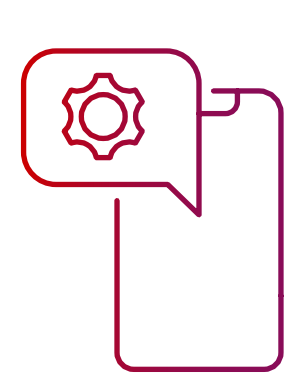
It can do all this, and more:



Autogenerate targeted content



Create individualized offers



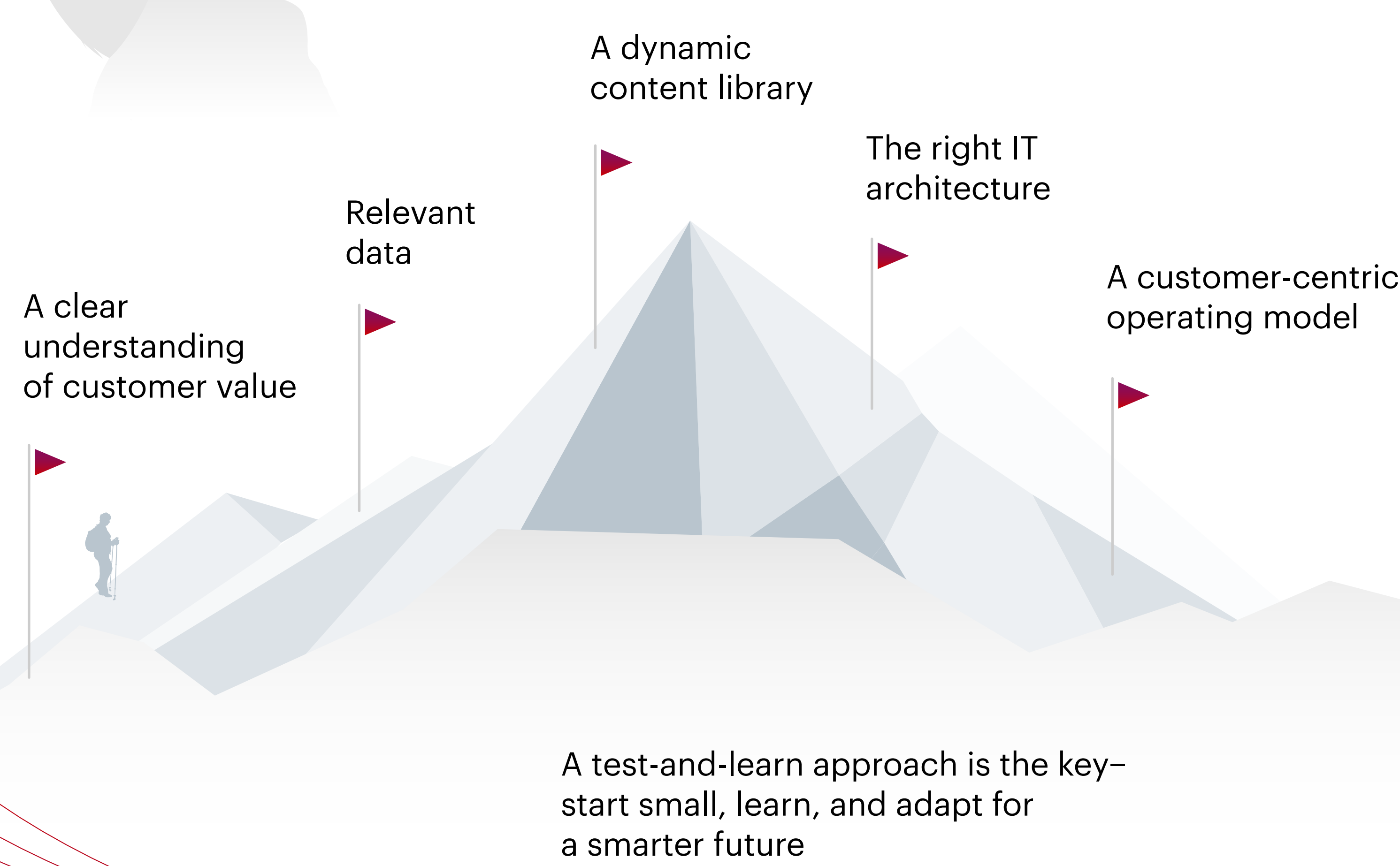
Leverage existing visuals to create ad copy



Allow for last-mile human intervention (e.g., adjusting wording)

Getting there isn't easy

It requires:



How to quickly develop a robust hyperpersonalization strategy

We can help deliver a strategy powered by generative AI and supported by the right mix of front- and back-end enablers, including:

