





# C3 Generative AI for Telecommunications

## Unified Knowledge Source to Optimize Customer Value and Operations

C3 Generative AI for Telecommunications enables product, marketing, supply chain and network teams to rapidly locate, retrieve, and act on customer, network and supply chain data through an intuitive search and chat interface.

 <b>Rapid Access</b> to relevant, critical, and high-value insights previously siloed across disparate datastores, applications, and information systems	 <b>Telco-Focused</b> configuration to access insights across customer, product usage, network traffic, and asset health, among other sources	 <b>Enterprise Grade</b> data security, access controls and flexible deployment allow enterprises to meet strict security and privacy requirements	 <b>Future Proof</b> investments with a model-agnostic solution architecture that offers multi-LLM support and integrates with existing IT system
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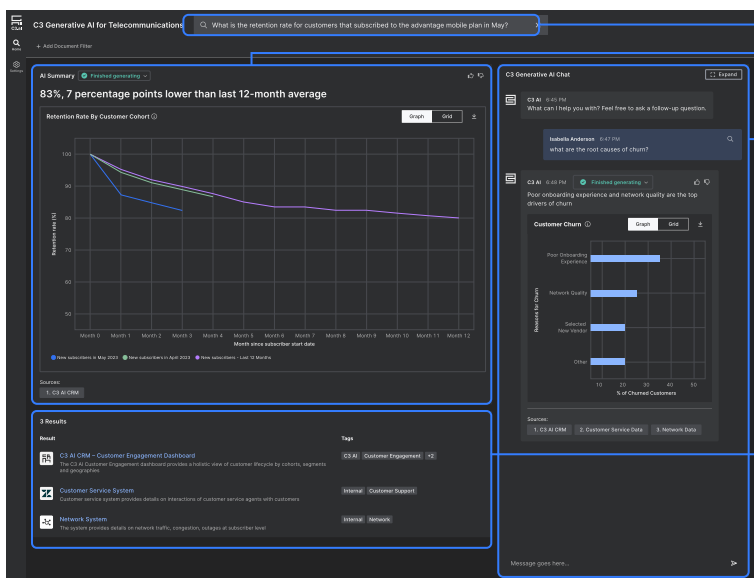
Telecommunication providers need to continuously improve customer value, maintain network quality, optimize operational cost, and ensure optimal capital investment decisions. Marketing, product, network, and supply chain teams find it increasingly complex and time-consuming to navigate disparate and large volumes of data and locate relevant insights.

C3 Generative AI for Telecommunications enables personalized customer engagement and data-driven network, supply chain, and CAPEX decisions through rapid access to critical insights. Users can ask questions in natural language and receive accurate answers ranging across diverse data sources such as customer profiles, product usage, network traffic, inventory, sensor feeds, and maintenance history.

C3 Generative AI for Telecommunications is an enterprise-ready solution with support across structured and unstructured data, an LLM-agnostic architecture, deterministic responses with source references, and granular access controls. C3 Generative AI for Telecommunications offers rapid configurability with telco domain models and pre-built connectors to common data sources such as CRM, network traffic, billing, and ERP.

### Use Cases

- **Quickly access insights** anywhere from internal and external data sources, including CRM, network traffic, billing, equipment manuals, social media, and regulatory documents
- **Improve customer value** with instant access to 360-degree customer insights to enable personalized up/cross-selling, churn management, and customer service
- **Maximize network efficiency** by applying network anomaly detection and predictive maintenance through rapid access to network traffic, equipment specifications, sensor feeds, and network availability
- **Optimize supply network** with full supply chain visibility across channels and improve inventory management through rapid access to suppliers, warehouses, retailers, and shipping carriers
- **Enhance CAPEX investment decisions** with rapid and holistic access to equipment health, network performance, regulatory requirements, and product specifications
- **Optimize new network roll-out** through instant access to network inventory, network performance, competition, customer and product usage data



The screenshot displays the C3 Generative AI interface. At the top, a search bar contains the query: "What is the retention rate for customers that subscribed to the advantage mobile plan in May?". Below the search bar, the interface is split into two main sections. On the left, an "AI Summary" section shows a line chart titled "Retention Rate by Customer Cohort" with a key finding: "83%, 7 percentage points lower than last 12-month average". Below the chart are three "Results" cards: "C3 AI CRM - Customer Engagement Dashboard", "Customer Service System", and "Network System". On the right, a "C3 Generative AI Chat" window shows a conversation with a user asking "what are the root causes of churn?". The AI responds with a summary and a "Ranked list of results" showing "Poor onboarding experience" and "Network quality" as top drivers of churn, accompanied by a bar chart.

Figure 1. C3 Generative AI for Telecommunications accelerates time to insight for Marketing team with a natural language search and chat interface

Ready to Deploy Today, Results in 12 Weeks or Less

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