



and customer experience awareness

(Course code - ODF-0501)

A non-technical, high-level introduction course to establish a foundation for leveraging AI in cultivating exceptional customer experience.

This course empowers you to define and manage the profound impact of AI on customer relationships, equipping you with invaluable insights to navigate the dynamic intersection of AI and customer experience.

With the advent of transformative technologies such as 5G and AI, EDGE computing, and the TM Forum's Open Digital Architecture (ODA), coupled with advances in data management and analysis, organizations now possess the tools to truly comprehend their customers.

This course unveils the potential of AI in understanding customer behavior, predicting trends, and cultivating positive customer relationships.

what will you learn?

- Review the recent cultural and technological advancements of the telecoms industry and how that is affecting the customer experience
- Identify why customer perspective is fundamental to business operating models and key growth strategies
- Define how autonomous networks can be used to improve and streamline the customer experience
- Identify how legacy systems and market segmentation is preventing CSP development

Format: Online

Level: Awareness

Duration: 1 hour (self-paced)

who should attend?

- Anyone involved in selecting, supporting or managing an AI project or wanting a quick review of this new area without the need for deep technical knowledge
- Sales and marketing staff - to understand the benefits that AI can bring to customer experience
- Managers who want to understand AI principles and incorporate them into transformation projects