Telecoms & Tech Academy

APPLIED AI FOR BUSINESS GROWTH

Part of Disruptive Technologies for Telco and CSPs

Thursday 13th June 2019 – London Tech Week

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The potential for AI-enabled solutions in telecommunications is vast, from network optimisation and predictive maintenance, to customer experience management and marketing chat bots. Join this training day to understand the application and benefit of AI, predictive analytics, machine learning, etc. as a driver for business growth in marketing, sales, customer experience and Human Resources (HR) job functions.

Aim of session

- Gain a high-level understanding of AI, its essential terminology and the related terms such; Big Data, Predictive Analytics, Machine Learning, Robotic Process Automation, Natural Language Processing and Deep Learning
- Understand how AI is a business growth driver across marketing, sales, customer experience and Human Resources (HR) job functions
- Discover how AI is delivering value and new opportunities across multiple operational areas within verticals of telecommunications and DSPs
- Evaluate the landscape of AI solutions, providers and service partners
- Dive into the commercials and business case justifications for implementing AI solutions to deliver new opportunities for business growth

Course leader:

Katie King, CEO, **AI in Marketing**, UK

Katie King is a regular international speaker and frequent commentator on BBC TV and radio. She has delivered talks on TEDx, and is a recognised expert and commentator on social business strategy and digital transformation. Katie is writing a book for Kogan Page on AI in Marketing, and for her research has interviewed leading global brands, tech disruptors, venture capitalist firms, and more.

Katie is Managing Director of the award-winning business consultancy and content marketing agency, Zoodikers, and the Founder and Director of AIinFM (Artificial Intelligence in Facilities Management). Her marketing and consultancy career spans twenty-nine years, and in that time she has advised and trained global brands including Huawei, Alcatel, Montcalm Hotels, Accenture, Harrods, O2, Virgin, Arsenal Football Club, NatWest, and many more.

Agenda outline

UNDERSTAND: Gain an essential grasp on AI basics and key related terms

- Establishing background knowledge on Big Data, Predictive Analytics, AI, Machine Learning, Robotic Process Automation, Natural Language Processing, and Deep Learning
- Providing insight on current applications of AI across the telecommunications industry, from early deployments to advanced applications
- Understanding AI's use and benefits when applied to marketing, sales, customer experience and HR business functions
- Addressing why AI may necessitate changes in organisational mindset, training, process, structures and business model

USE CASES: Demonstrating AI as a business growth driver

- AI use cases, across customer experience, marketing, sales, customer retention, human resources, and product improvement
  - Addressing AI use in customer care, metrics, billing, service/product offering, service personalisation and more
  - Discussing how AI can be used to better understand the customer, add value and drive product strategy
  - How does AI enable proactive vs. reactive responses and real-time decisions?
  - Evaluating the benefits, advantages and limitations in current AI use cases
- Alternative AI uses in telecoms: Providing insight on AI use in network optimisation and automation
  - Illustrating how AI adds value to operators when applied to network functionality

MARKET EVALUATION: Evaluating the landscape of AI solutions, options and providers

- Evaluating the state of service and solution options in AI solutions
- Assessing the advantages, disadvantages and intricacies of these options

COMMERCIALISE: Building the case for implementing AI solutions to deliver new opportunities for business growth

- Key details for AI business case modelling: Market size, rights to play, tech access, risks, costs and measuring outcomes
- Demonstrating how AI technologies can disrupt and add value to your business unit
- Discussing essential considerations for planning and proposing an AI solution strategy
- Understanding the driver behind your AI implementation: Revenue, profit, cost, efficiency or other
- Working through planning, proposal, proof of concept, test case, roll out and return on investment considerations for AI projects

Programme Fees

Single Day: £599+VAT

Book before 13th May and pay just £450 + VAT

How to Register

You can register via the following methods:

Web: www.telecomstechacademy.com/programme/disruptive-technologies
Email: training@telecomsacademy.com
Tel: +44 (0)20 7017 4144

About Telecoms & Tech Academy

Telecoms & Tech Academy is a leading training partner to the telecoms, media and technology (TMT) industries, having trained more than 30,000 professionals and 500 businesses globally.

We were borne out of the telecoms industry and understand the challenges the sector has been facing. Our training portfolio continues to evolve to help address new and emerging skills gaps faced by telecoms & tech businesses. To provide you with leading-edge knowledge, our learning is influenced by our partners including Ovum and Google.

What competencies are you looking to build in your teams? Here's a snapshot of where we can help:

Build technical skills

- Big Data, Analytics & Artificial Intelligence
- Network Virtualisation (NFV & SDN)
- 5G Network Technology
- Emerging Services Including: Internet of Things, Smart Cities & Connected Innovation

Build Telecoms Management Skills

- Telecoms & Leadership: Our flagship Telecoms Mini MBA has trained over 15,000+ professionals
- Innovation & Digital Transformation
- Customer Focus

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