

How AI Enhances Customer Experiences



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Research shows that 80% of companies using AI-powered solutions report cost savings in customer service, while 73% experience increased revenue through AI-driven optimization. The message is clear: for carriers of all sizes, and especially for CCA members, using AI offers a chance to change how they engage with customers, improve operations, and create new revenue streams.

AI-driven personalization: Enhancing customer engagement

AI and machine learning help carriers analyze large amounts of customer data, revealing patterns and preferences. By understanding customer behavior, carriers can design tailored experiences that meet individual needs. For instance, an AI-driven customer engagement solution, with the customer data platform built-in, enables dynamic audience

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segmentation and the delivery of relevant messages across preferred channels like SMS, MMS, RCS, Apple Messages for Business, and email.

Personalization goes beyond marketing and sales. It also provides targeted support such as automated notifications, billing reminders, and hyper-personalized service recommendations. With AI, carriers can boost customer satisfaction and engagement while streamlining their operational workflows.

Conversational experiences: Connecting technology and human interaction

AI-powered chatbots create a new way to engage with customers. Unlike traditional methods that wait for customers to reach out, these platforms enable proactive, two-way conversations across multiple channels. They integrate context and continuity allowing carriers to deliver seamless interactions.

For example, a customer might start a support query on a rich messaging channel such as RCS or Apple Messages for Business, receive assistance, and finalize a service request within the same conversation. This approach reduces friction, minimizes the need for repetitive communication, and ensures a consistent customer journey. By automating processes like technician appointment scheduling or service updates, carriers can deliver faster resolutions and improve overall customer experience.

Two of the most common practical uses of AI for enhanced customer experience

1. **Automating routine tasks:** AI chatbots provide 24/7 automated assistance, reducing wait times and the workload for customer service teams. They can handle tasks like balance inquiries, SIM activations, and account updates.

2. **Using predictive analytics for support and cross sell and up-sell:** Customer data platforms give carriers a complete view of customer behavior and preferences while predictive AI tools can spot issues or opportunities early, allowing carriers to respond proactively. For example, AI can suggest data upgrades to customers nearing their usage limits or recommend services based on previous choices.

Conclusion

Incorporating AI into customer engagement is a key step for competitive carriers aiming to succeed in a digital-first world. While technology is important, its real value comes from solving everyday challenges. By using AI-powered customer engagement tools, including cloud call centers and chatbot platforms, along with rich messaging channels, businesses can automate tasks, personalize communication, and ensure smooth interactions.

In summary, with practical use cases and measurable benefits, AI is a key differentiator for competitive carriers striving to meet evolving customer demands and drive sustainable growth. [cca](#)

Infobip's customer experience SaaS offering delivers a powerful, unified composable platform designed to enhance real-time interactions between businesses and their customers across multiple digital channels. Fully adaptable to integrating seamlessly with existing systems, it eliminates the challenges of legacy integration. Infobip empowers businesses to deliver exceptional, personalized customer experiences while optimizing operations and driving growth.