GEN AI IN TELECOMS

Key findings from Omdia's GenAI telco service provider survey

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Telco confidence in GenAI is high

Most Communications Service Providers (CSP) are confident that GenAI will positively **impact their business within the next two years.**

CSP confidence that GenAI will deliver positive results to business goals within 12-24 months

23%
Very confident

35%
Somewhat confident

40%
Confident

3%
Not confident at all

Confidence is leading to investment

High CSP confidence in GenAI is translating into investment. However, **only a quarter of CSPs already have a dedicated budget for GenAI.** For the remaining 75%, lack of budget may be due to a **lack of KPIs to measure GenAI use cases.**

CSPs should ensure that GenAI is deployed only where there is a business case with measurable KPIs. This is the only way to guarantee ROI.

Status of dedicated budget to implement GenAI use cases

40%
**In process of
dedicating budget**

35%
**No dedicated
budget yet**

25%
**Budget already
in place**
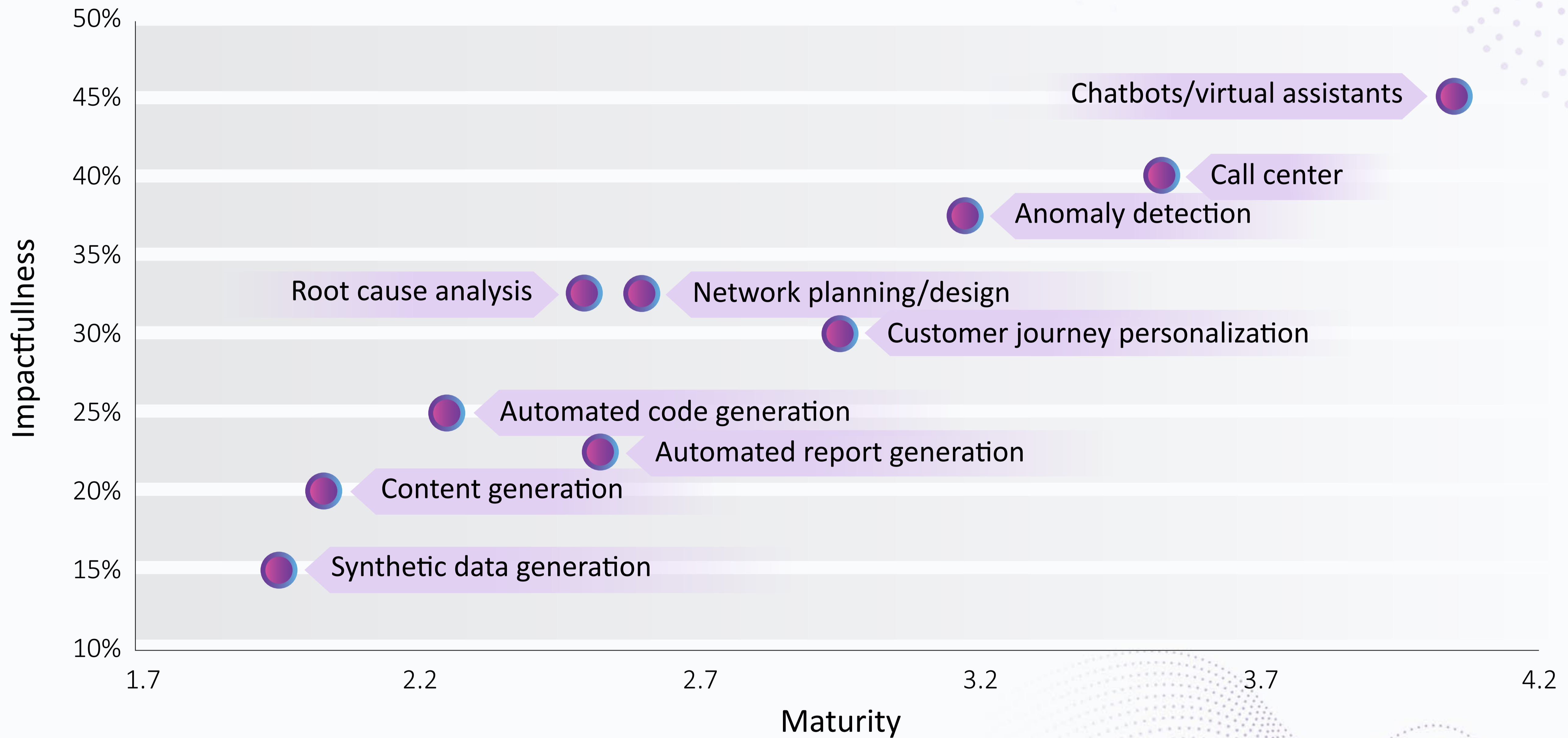
GenAI use case maturity vs. impact

Most use cases will help CSPs reduce costs and improve employee efficiency, but not generate new revenue. The most prevalent use cases currently include chatbots/virtual assistants, call center automation, and anomaly detection.

The chart on the next page suggests CSPs are focusing on the right use cases, even though they may not have established KPIs to measure the impact.

Chatbots/virtual assistants were rated as both the most mature and the most impactful GenAI use case, closely followed by the call center use case. Others, such as anomaly detection, network planning/design, and root cause analysis, are not as mature as yet but these GenAI use cases are growing in importance for CSPs.

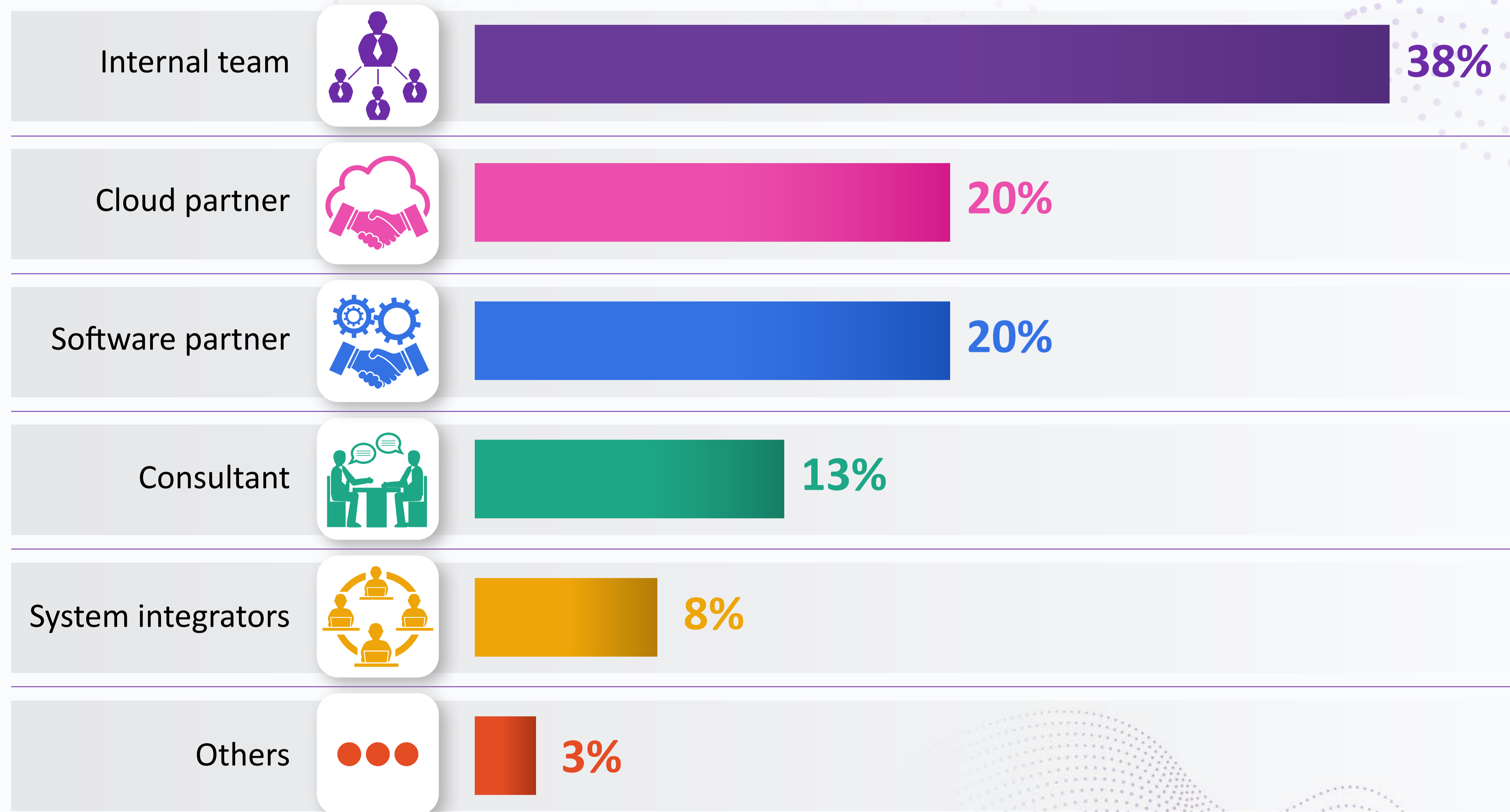# CSPs' assessment of most impactful GenAI use cases vs. their maturity

Impactfullness (y-axis, 10% to 50%) vs. Maturity (x-axis, 1.7 to 4.2)

- Chatbots/virtual assistants — ~45%, ~4.05
- Call center — ~40%, ~3.45
- Anomaly detection — ~37.5%, ~3.15
- Root cause analysis — ~32.5%, ~2.45
- Network planning/design — ~32.5%, ~2.6
- Customer journey personalization — ~30%, ~2.95
- Automated code generation — ~25%, ~2.25
- Automated report generation — ~22.5%, ~2.45
- Content generation — ~20%, ~2.05
- Synthetic data generation — ~15%, ~2.0

CSPs want to work internally

CSPs see **AI skills gaps as the top barrier to AI adoption**. These skills gaps mean, for now, CSPs will have to work with outside resources on their GenAI strategy and execution. However, CSPs aim to keep internal data/AI teams and IT departments heavily involved – especially to define use cases and train LLMs.

Primary partner used to help develop GenAI use cases

Partner	Percentage
Internal team	38%
Cloud partner	20%
Software partner	20%
Consultant	13%
System integrators	8%
Others	3%

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About this e-book

This e-book features insights and data taken from new Omdia research, *GenAI in Telecoms: Survey and Report – 2024.*

Published in February 2024, this Omdia report is authored by Roz Roseboro, Principal Analyst, Service Provider Transformation.

To gain further insights on the impact of GenAI in telecoms, read Roz Roseboro's full analysis of how CSPs are currently planning, budgeting, and deploying GenAI.

Access the full report (with an Omdia subscription) here

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