

# Agentic CX for Telecom

**Keep subscribers connected. Even during surges.**

CXP runs telecom customer service end to end, resolving billing, service, and network issues at scale so subscribers get answers faster without overwhelming your contact center.

It uses agentic AI to coordinate across billing, provisioning, network, and CRM systems to complete work. IVRs and chatbots weren't built for this.



## A CX platform that handles **telecom's complexity**

### Orchestration across telecom systems

Customer interactions span billing, provisioning, CRM, and network diagnostics. CXP coordinates the systems, human agents, and AI involved for faster resolutions with less friction.

### Governance you can audit

- ✓ Operational guardrails
- ✓ Controlled permissions
- ✓ Real-time AI monitoring
- ✓ Logged decisions and actions

### Human expertise built for resolution

When service exceptions or approvals require human expertise, CXP brings a specialist into the interaction with full context. Customers never start over while human expertise guides AI through the interaction, keeping the experience uninterrupted.

### Full observability

Every interaction is recorded step-by-step, supporting QA, operational improvements, and compliance.

## **A personal AI agent** **for every subscriber**

Each subscriber gets an AI agent that remembers their plans, devices, billing history, and past conversations—delivering fast, personalized support without repetition.

# Proven impact for telecommunications

**\$10.3M** average annual savings

**4.1x** return on investment

**67%** average containment rate

**89%** first contact resolution



ASAPP's sophisticated AI platform will be the foundation of our customer experience.

—Kathy Schneider, EVP & CXO, EchoStar (DISH Network)

## Telecom workflows CXP handles autonomously



### Billing & payments

Authenticates subscribers, explains charges, resolves disputes, and processes payments without hold times.



### Network outage support

Confirms outage impact, provides repair updates, and guides troubleshooting automatically.



### Plan changes & upgrades

Recommends plans based on usage, explains pricing, and executes changes in billing and provisioning systems.



### Device troubleshooting

Diagnoses issues, walks customers through fixes, and escalates with full diagnostic context.



### New service activation

Guides setup, activation, and account configuration while syncing all systems.

## About ASAPP

ASAPP is the agentic Customer Experience Platform (CXP) purpose-built for enterprise customer service. CXP orchestrates AI agents, human expertise, and enterprise systems to resolve customer issues faster and more accurately across voice and digital channels.

At the core of the platform is GenerativeAgent®, created to autonomously listen, reason, act, and improve through interaction intelligence. Enterprise service teams use ASAPP to run their operations with measurable outcomes, governance, and production-scale reliability.

## Take the next step

Book a demo of ASAPP's CXP  
[www.asapp.com/get-started](https://www.asapp.com/get-started)  
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[www.asapp.com/cxp](https://www.asapp.com/cxp)



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