

# Gen AI for **Telecom**: Driving Retention, Monetizing Data at Scale

Achieve real-world ROI and operational agility with SparkBeyond's explainable, always-optimized solutions

## PREPAID-TO-POSTPAID REVENUE LEAKAGE

*Reduced default risk*



**\$4M** saved annually;  
**10x** fewer leads with  
higher conversion

## SMS CAMPAIGN OPTIMIZATION

*Improved weak campaign returns*



**270%** increase in  
response rate; **5.5M**  
THB sales uplift

## SUBSCRIPTION CHURN REDUCTION

*Tackled voluntary churn*



**\$100M+**  
annual run-  
rate impact

## MOBILE APP ENGAGEMENT

*Stagnant user growth*



**7%** reduction in  
leakage & improved  
engagement

sample outcomes above are from leading global telecom companies using our Always-Optimized platform

### OUR ECOSYSTEM



### CONTACT US TO Optimize Your Operations

✉ [optimize@sparkbeyond.ai](mailto:optimize@sparkbeyond.ai)

🌐 [sparkbeyond.ai/industry/telecom](https://sparkbeyond.ai/industry/telecom)

