

POINT OF VIEW

**Transform telco CX
with agentic AI by
reimagining customer
engagement**

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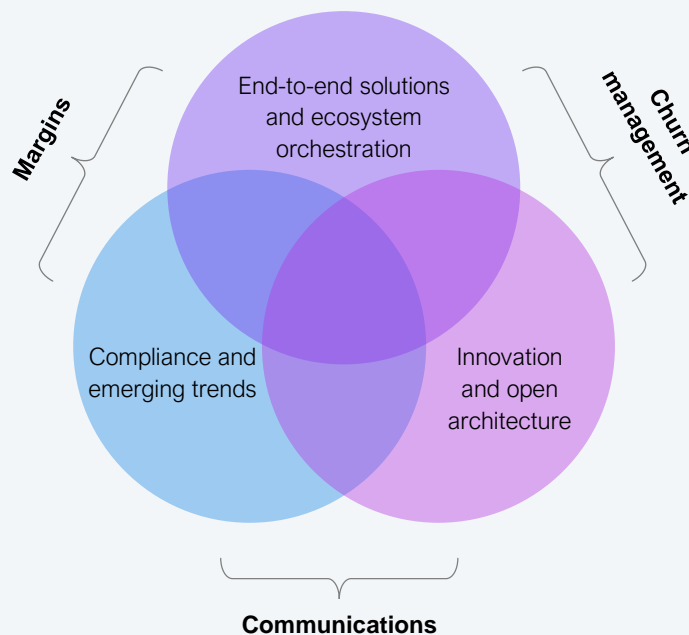
AI solutions are remaking the customer experiences that telcos deliver to their clients. The customer experience team can now be augmented by intelligence that supports the personalization, engagement, and resolution of interactions. Savvy leaders will work with partners to define how these solutions can transform ways of working that lead to cost savings and revenue growth.

The Chief Customer Experience Officer (CCXO) must transform telecom customer support from a service function into a growth engine for engagement and monetization. Generative AI is the catalyst by enabling innovation, service excellence, and hyper-personalization. To succeed, the CCXO needs to align with technology leaders, empower employees, and partner externally to harness AI for competitive differentiation and deeper customer loyalty.

Generative AI can enable a business-led shift in creating compelling outcomes for the company and its clients

In today's hyper-competitive markets, telecommunications companies are no longer judged by the reliability of their networks. Rather, it is the quality, intelligence, and empathy they bring to each customer interaction. For the CCXO, this means moving beyond operational efficiency, employee productivity, and customer satisfaction (CSAT) metrics. Instead, they must redefine their efforts around three core elements their peers navigate: margin, connectivity, and churn (see Exhibit 1).

Exhibit 1: To redefine the CX business, the CCXO must align with overall telco objectives and define where they can innovate



Source: HFS Research and Cognizant, 2025

The CCXO and their team can have the most significant impact by approaching CX with a healthy dose of AI-infused innovation to please their customers. To own and deliver experiences that build loyalty, reduce churn, and create measurable business value, they must have the correct data, more efficient processes, and the ability to personalize, regardless of how they interact with their customers. This next-generation customer experience office is no longer limited to being a service function; instead, it can finally become an engine for growth.

What's enabling this shift? The answer is agentic AI, an emerging generation of artificial intelligence powered by reasoning, frontier large language models (LLMs), and cognitive agents trained on an enterprise's product, systems, and client data. With agentic AI enabling automated bots and human agents' interactions, they can be attuned to customer context and embedded into real-time insights on client issue resolution and upsell opportunities.

The champion of a telco's CX should be on the front line, not in the IT department

The client experience drives business outcomes for a telco, and no one is closer to where the rubber hits the road than the CX leader and their team. These teams deal with multitudes of client needs while navigating legacy processes, systems, and data. To transform how the client sees the telco, they must partner with peers across IT, marketing, product, and operations to drive the rearchitecting of the customer journey.

The new customer journey is about the first principle of first time right. To achieve this, every engagement must be powered by data, intelligent agents, and predictive capabilities regarding why

the client has chosen to engage their telco. They didn't do this just to say 'hello.' They likely have a real issue to resolve. A savvy telco leader will see each opportunity as an opportunity to engage, fix, and monetize an interaction where both parties see benefits.

To achieve this, the CCXO and their team must shift each engagement from reactive to proactive. To do this, they'll need their teams, systems, and technology partners' support with the following:

- 1. Adopt hyper-personalization at scale:** AI-enabled systems can access large data sets to understand a customer's billing history, usage patterns, past issues, and contract lifecycle. These insights are critical to providing relevant, timely, and tailored engagements in real-time.
- 2. Seek first-contact resolution via AI agents:** By removing the fragmentation across systems and data silos, AI agents can be trained on telco-specific repositories to accurately resolve many queries autonomously, reducing handoffs and improving satisfaction by giving the client the answer they need in a timely manner.
- 3. Embrace agentic AI to augment, not replace:** Human agents are empowered with real-time AI intelligence, which enables them to focus on high-value or emotionally sensitive interactions. This inclusion of AI can simultaneously increase loyalty, CSAT, and agent productivity.
- 4. Achieve monetization through proactive engagement:** AI agents can identify upsell opportunities based on behavioral triggers, customer profiles, and deliver offers and promotions that are relevant and appealing to the customer.

Adopt an AI-led framework for CX transformation

Based on HFS's research, transforming CX requires a shift from tech-led deployments to business outcome-first strategies. The CIO and CCXO can jointly reimagine the customer engagement stack using AI-native solutions. To help drive this partnership, HFS recommends the following framework:

1. Discover and assess

- Map customer journeys backward from desired outcomes.
- Audit existing data access and readiness for AI enrichment.
- Identify opportunities for AI agents to intervene across voice, chat, and video channels.

2. Prioritize CX outcomes

- Focus AI investments on increasing ARPU, reducing churn, and elevating CSAT.
- Deploy reasoning models that can contextualize individual needs in real time.
- Enable monetization through targeted, predictive interventions.

3. Engage strategic partners

- Work with firms such as Cognizant, which offer purpose-built AI frameworks (e.g., Neuro AI) designed specifically for telecom CX environments.
- Embed teams and tools that support in-the-moment orchestration—not just BPO or managed services.

4. Build, deliver, and scale

- Use AI to mine call logs, churn analytics, and CSAT data to continuously improve.
- Avoid 'automation-only' strategies. Intelligent agents must interpret, reason, and evolve—not just execute static scripts.

5. Reassess and continuously train

- Transformation at this level is a journey. As agents, people, and processes are reviewed, there is room for continuous improvement, reassessment, and rewarding innovation and improvements.
- Throughout the process, more data will be captured, and you will use this data to train your models, agents, and people continuously.

CX and IT teams can benefit from adopting AI solutions that can plug into existing systems

While it is easy to get lost in experimenting with new and emerging solutions to deliver scale and impact, it often comes down to building on what you have and know works (see Exhibit 2). One example from HFS's [Telco Services Horizon](#) research is Cognizant's Neuro AI solutions for Telecommunications.

Through interviews with Cognizant and its customers, we documented how its clients discover what's possible when AI is deployed as a strategic asset, not a bolt-on in their CX business units. For example:

- In the USA, Cognizant worked with a Tier 1 telco to link CX programs to its field operations units, which led to \$170 million in operational cost savings over three years.
- In Australia, the Cognizant team helped a telecom client integrate voice and digital channels using CCAI and Neuro AI, leading to measurable gains in customer satisfaction and reduced agent load.

These solutions provide examples of how CX teams can lean into AI to enable real-time context delivery, dynamic self-service, and cross silo data insights needed to transform client touchpoints into loyalty-building and upsell opportunities.

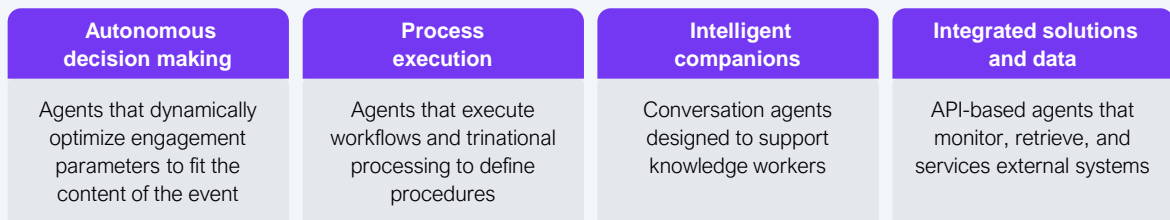
Exhibit 2: Success depends on creating scalable AI-based solutions

Platforms behind customer experience outcomes

Sales and marketing | Services and case management | Knowledge management | Business processes | Training and development

< AI agent and human-in-the-loop functionality >

Intelligence agents through Services-as-Software



A combined 'agentic' understanding of the processes and capabilities required to deliver business value

Cognizant Neuro AI offers telco CX



AI foundation principles



Process and data orchestration



Business and event outcome-based AI logic

Source: HFS Research and Cognizant, 2025

As the exhibit above shows, an AI platform alone won't address all the issues. CX and IT teams must integrate AI-first platforms into their CX solutions. Additionally, they may need to engage with emerging solutions such as Google Cloud's Contact Center AI (CCAI) or Amazon's Connect

to amplify further advancements required to drive better experiences. HFS believes that by leveraging a combination of internal data, cloud technologies, and solutions like Cognizant's Neuro AI platform, the CIO and CCXO can align their teams to shared outcomes that will deliver scalable and better customer experiences.

The Bottom Line: The new role of the CCXO is about using technology to deliver business outcomes for their clients, not just resolving interactions effectively.

The telco CX leader has a generational opportunity to pivot the enterprise from connectivity provider to experience architect. This journey starts by anchoring transformation to five outcomes: increasing ARPU, reducing churn, raising CSAT, boosting productivity, and improving first-contact resolution.

However, achieving this requires more than technology; it involves business and IT partnering, strategic services collaboration with third parties, and an unrelenting focus on customer lifetime value.

As a CCXO, now is the time to act. You must become the champion for the AI-first CX vision, and success will come from aligning your vision with your CIO, while forging partnerships with solution providers that can offer trusted, scalable solutions that focus on the business and client problems, not only solving IT ones.

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