From Data to Impact: Lessons from Adopting AI in Telecoms

IT INNOVATION CENTER

OTE GROUP

OTE Group at a glance

COMMENCEMENT OF COMMERCIAL OPERATIONS

November 1949

BoD CHAIRMAN & CEO

Michael Tsamaz

SUBSIDIARIES

- COSMOTE S.A.
- COSMOTE Technical Services
- COSMOTE e-Value
- GERMANOS
- OTESAT-MARITEL
- OTE Estate
- OTE Academy
- OTE Insurance
- OTE Rural North
- OTE Rural South
- COSMOTE Payments
- COSMOTE TV Productions
- COSMOTE Global Solutions
- Telekom Romania Mobile

SHAREHOLDING STRUCTURE

51.7% DEUTSCHE TELEKOM

7.4% GREEK STATE

HUMAN RESOURCES

>11,000

COUNTRIES OF OPERATION

Greece
Romania

KEY GROUP DATA (2022)

REVENUES
€3,455.3m

ADJUSTED EBITDA
€1,348.0m

ADJUSTED EBITDA MARGIN

CUSTOMER BASE – 2022 (GREECE)

FIXED ACCESS LINE CONNECTIONS
2,701,453

FIXED BROADBAND ACTIVE RETAIL SUBSCRIBERS
2,318,241

COSMOTE TV SUBSCRIBERS
643,000

MOBILE COMMUNICATIONS SUBSCRIBERS
7.4m

Why GenAI Matters Now

Network Optimization

Generative AI can predict network issues before they occur and generate optimized network configurations on the fly. This means fewer outages, better quality service, and more efficient operations.

Customer Operations Automation

Gen AI-powered chatbots, we can now provide 24/7 personalized customer service. These systems can answer questions, troubleshoot issues, and generate responses that feel natural and human-like..

Employee Assistants

Designed to support employees in various tasks, boosting productivity and efficiency. It can automate repetitive processes, answer queries, generate reports, and even assist with scheduling, document creation, and data analysis.

The (not so) Hidden Roadblocks

Data democratization & Sharing

Access to data by all employees

Organizational silos

AI Ethics and Trust

Lack of transparency, biased algorithms, unclear liability for actions and decisions taken, loss of control, loss of privacy

Privacy & Security

Digital trust is difficult to build but easy to lose.

From Data to Business Value

Ability to convince C-Level Executives about the positive Return on Investment (ROI)

Final Thoughts

Start Small – Gain Confidence – then Scale

Do not Ignore People / Organization

Always Start with Privacy & Security – it may greatly affect your end product and kill your Business case

Thank You!