Telenet improves network planning with AI

Aware of data value, Telenet was looking for a partner with strong Telecom know-how as well as proven track record in data science, big data and AI implementations to help them improving network planning and optimization.

Capgemini was well-prepared to support Telenet in this challenge, having distinctive capabilities on AI and a team with a strong background on telecom field.

Overview

Client: Telenet

Region: Belgium

Sector: Telecom

Client Challenge: The integration of various data sources and ensuring data integrity posed the biggest challenge in improving the quality of service to clients. Unfortunately, this also resulted in data quality issues that needed to be addressed. In addition, Telenet's organizational structure presented another obstacle, as it required interacting with multiple departments with diverse business and operational requirements.

Solution: We are supporting Telenet with expertise to address multiple challenges including data sources quality issues, AI models implementation and even geographical/visual distributions of the implemented models with the goal of improve the knowledge of the network and is needs.

Benefits:

-Geographical and visual distribution of revenue per sector over time

-Most impactful Network KPIs for the Customer experience metrics

-5G rollout strategy support of the site investment prioritization for the next years

-Network engineering support by providing insights for upgrades and maintenance, to minimize customer experience impact

Facing the Challenges

Telenet's partnership with Capgemini faced several challenges related to mapping customer experience metrics, network performance, and financial metrics in areas with high client mobility, lack of historical data on 5G networks and customer experience metrics, site upgrade from 4G to 5G, limited budget for site investments, and changes in cell latency variability patterns due to the COVID-19 pandemic. To overcome these challenges, Telenet and Capgemini have adopted innovative solutions and leveraged data science, AI, and advanced analytics to make informed decisions, develop a comprehensive upgrade plan, prioritize investments, and adjust their strategies and investments in real-time.

Despite these challenges, Telenet and Capgemini were able to achieve several benefits from their partnership, including gaining valuable insights into revenue trends across different sectors and geographic regions, identifying the most impactful network KPIs for customer experience metrics, developing a comprehensive 5G rollout strategy, and providing valuable insights for network upgrades and maintenance to minimize the impact on the customer experience while maintaining network performance.

Paving the Way

Telenet and Capgemini leveraged data science and AI to create a geographical and visual distribution of revenue per sector over time. This allowed us to identify patterns and trends that we can use to make informed decisions regarding our business strategy.

Moreover, Telenet has identified the most impactful network KPIs for customer experience metrics using advanced analytics. This has enabled them to optimize network performance and improve the overall customer experience. Additionally, Telenet collaborated with Capgemini to develop a comprehensive 5G rollout strategy, including site investment prioritization, to allocate resources in the most efficient manner.

Capgemini also provided Telenet with valuable insights for network upgrades and maintenance to minimize the impact on customer experience while maintaining network performance. These benefits have been crucial to our success and have helped us maintain our competitive edge in the market.

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