Accenture Song

Transforming Telco with Gen AI

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VodafoneThree

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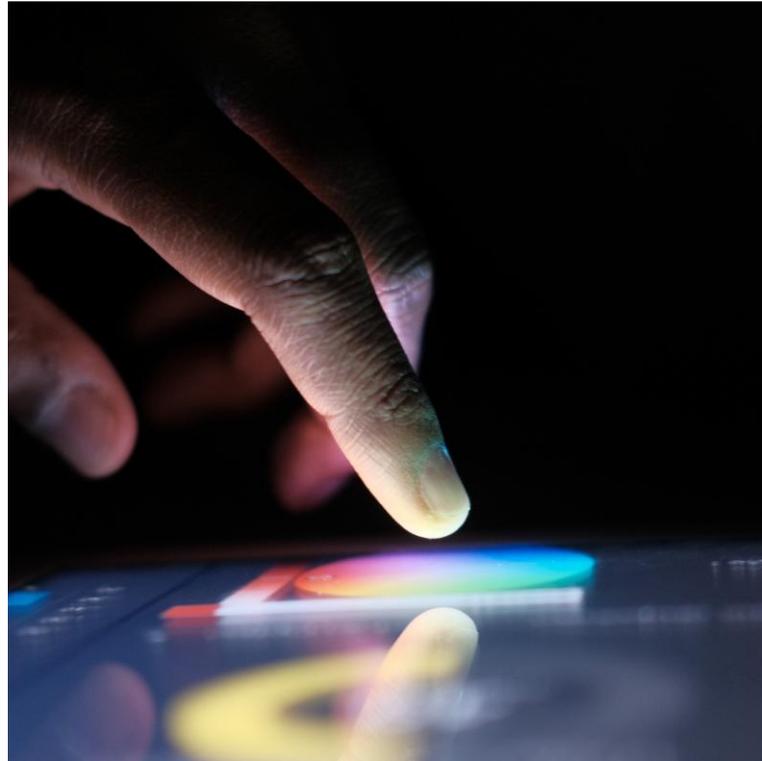**Accenture** Song

Imagine a world where **you just ask**

What's changing?

Evolving Customer

Maturing Technology

Commercialisation

Customers are moving faster than brands

And leaders can't afford to miss the boat

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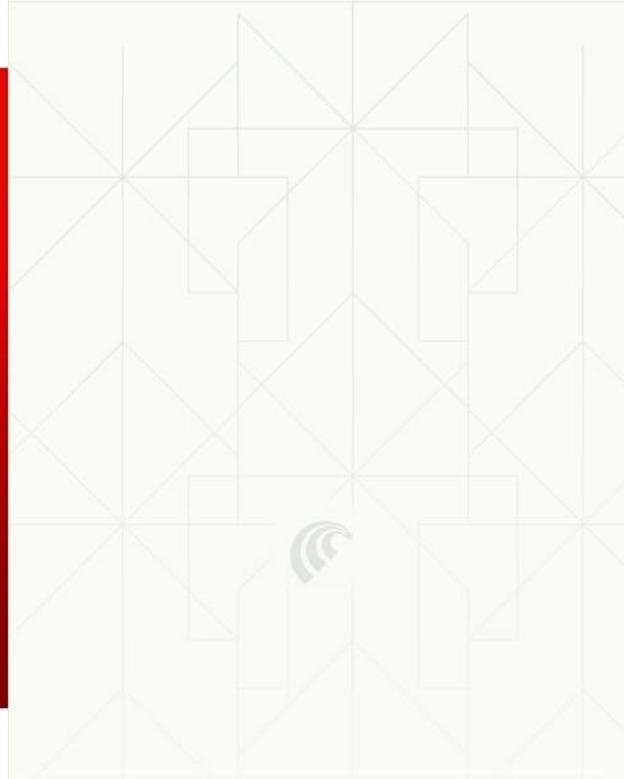Buy iPhone 16 Pro Max

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SALE
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Keep them connected and protected for Back to School – **shop Back to School deals**

Vodafone - Our Best Ever Network | Now With 5G

i want to watch you as navigate on the main tab to the left, and I want to see you find me the best plan that is £25 per month (or less ideally!) - speak to a customer service agent through the chatbot tobi and then negotiate on my behalf, keep the conversation going until you get a specific offer. I dont want you to leave the chat - if you have to wait until the agent replies

At VodafoneThree, Gen AI is the Future Customer

AI Discoverability

Customer Identity

Agentic Payments
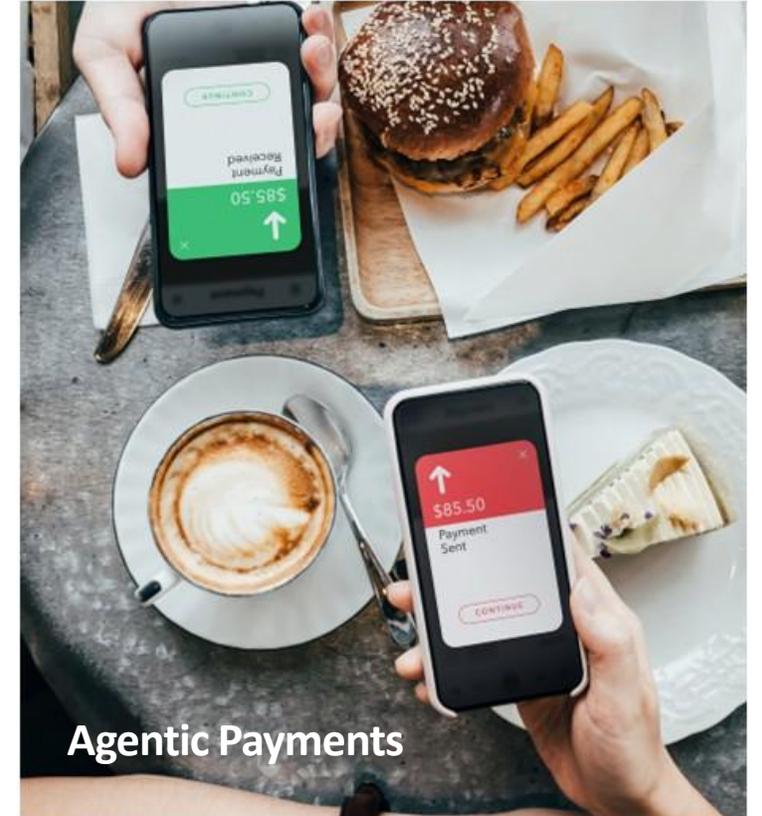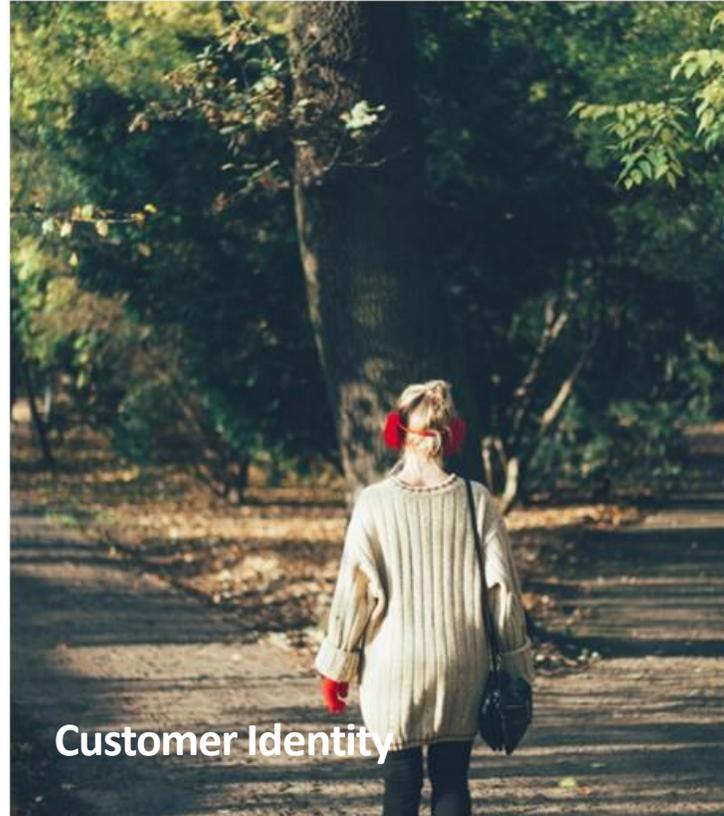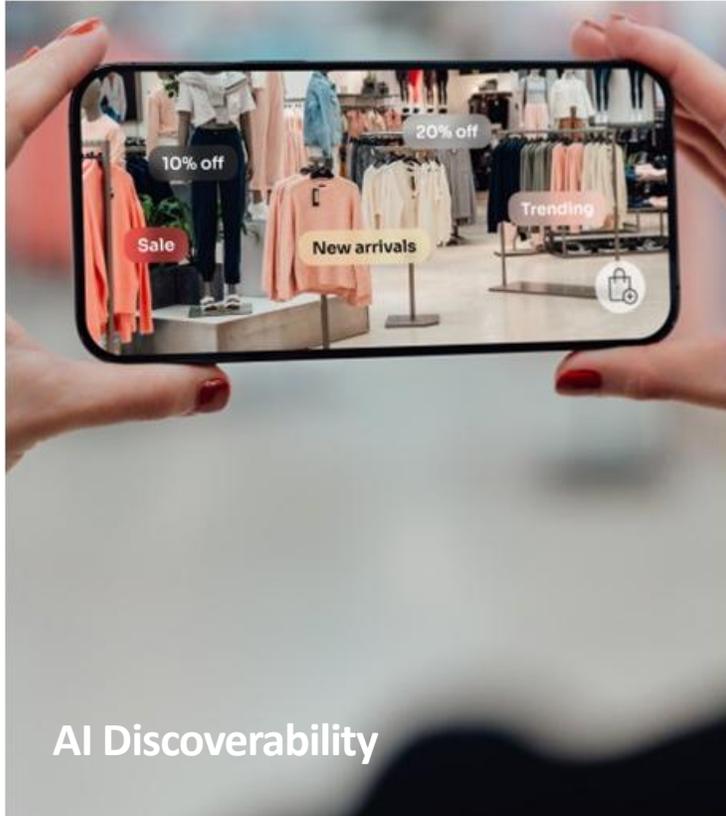
Conversation at every touchpoint

Goodbye chatbot
Hello Conversation

Overhauling conversational AI

Introducing Gen AI with VOXI bot and scaling with new Gen AI Help & Support tool

Improved content discovery for AI summaries

Rebuilt database for Gen AI Search Readiness

| Enabled multi-intent, contextual interactions |
|---|

Enabling Agentic Experiences

Creating the frameworks and foundations for a conversational assistant operating in both internal and external channels

Optimised for AI discoverability

Built for agentic consumption

Designed for semantic search

Where can you start?

Setup for success · Build in the right place · Plan for scale
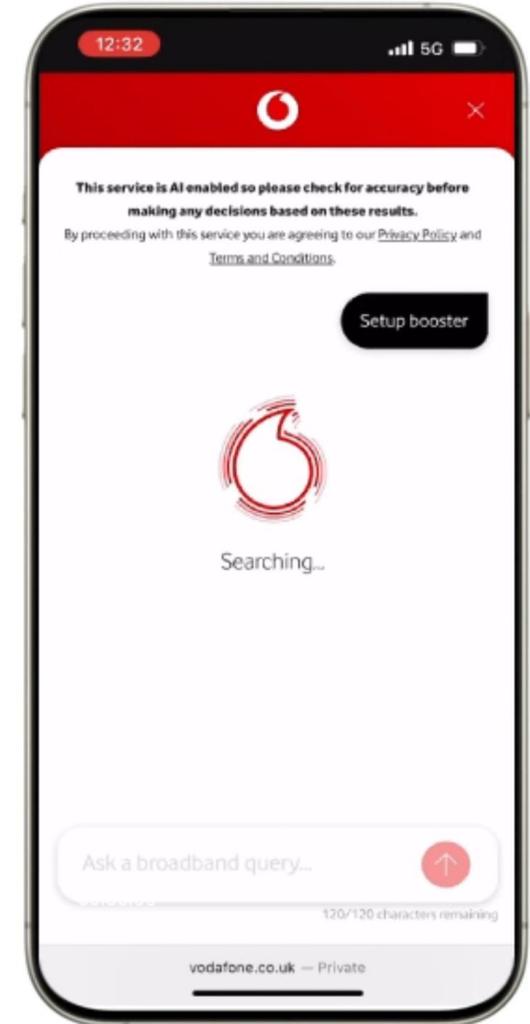
01	02	03	04	05
Lead with a 'right to left' mindset	Mobilise pathfinder teams; 0 to 1	Benchmark your visibility	Build Conversational foundations	Develop skills and op model; from 1 to 100

Are you ready to be the answer?

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