Brochure

Nex-Gen Telco Transformation powered by GenAI, AI & Data

Customer Experience | Churn Mitigation | Productivity

Making Telcos leaner and Agile enabled by Incedo's Digital Transformation expertise and Cost takeout
Incedo empowers Telcos to bridge the gap between traditional services and next-gen solutions. We offer expertise in 5G, customer experience, and rapid development. Partner with us to unlock your network's potential, deliver best-in-class experiences, and ensure reliable connections – all backed by exceptional engineering and operations.

Large Telcos have been investing heavily but they are yet to up their game relative to Digital Natives

<1%

Revenue is largely flat since 2019 as revenue pools are shifting towards new Digital Solutions incl. OTT

~10%

Capex on spectrum and Fiber incl. 4G/5G rollouts increased Telco Capex increased 8% - 10%

~2X

Global Revenue from Digital Natives/OTT services is set to rise by 2x between 2019 to 2025

Delight Your Customers with Nex-Gen Telco offerings by Incedo

Network Experience
Proactive network management with AI for real-time monitoring, automated diagnostics, and improved customer experience.

Digital Channel Experience
Unlock higher conversions through personalized experiences across mobile and desktop.

GenAI-Led Automation
Being more efficient with GenAI solutions designed to automate, predict, and personalize. Features include SDLC, Predictive Maintenance, Field Operations, and Marketing Campaign Management.

Legacy Modernization
Improve user experience, streamline workflows, and empower users with intuitive tools. Consolidate data & systems, leverage AI, and optimize costs with cloud migration.

Customer life cycle

Campaign ▶▶▶ **Acquire** ▶▶▶ **Retain** ▶▶▶ **Engage**

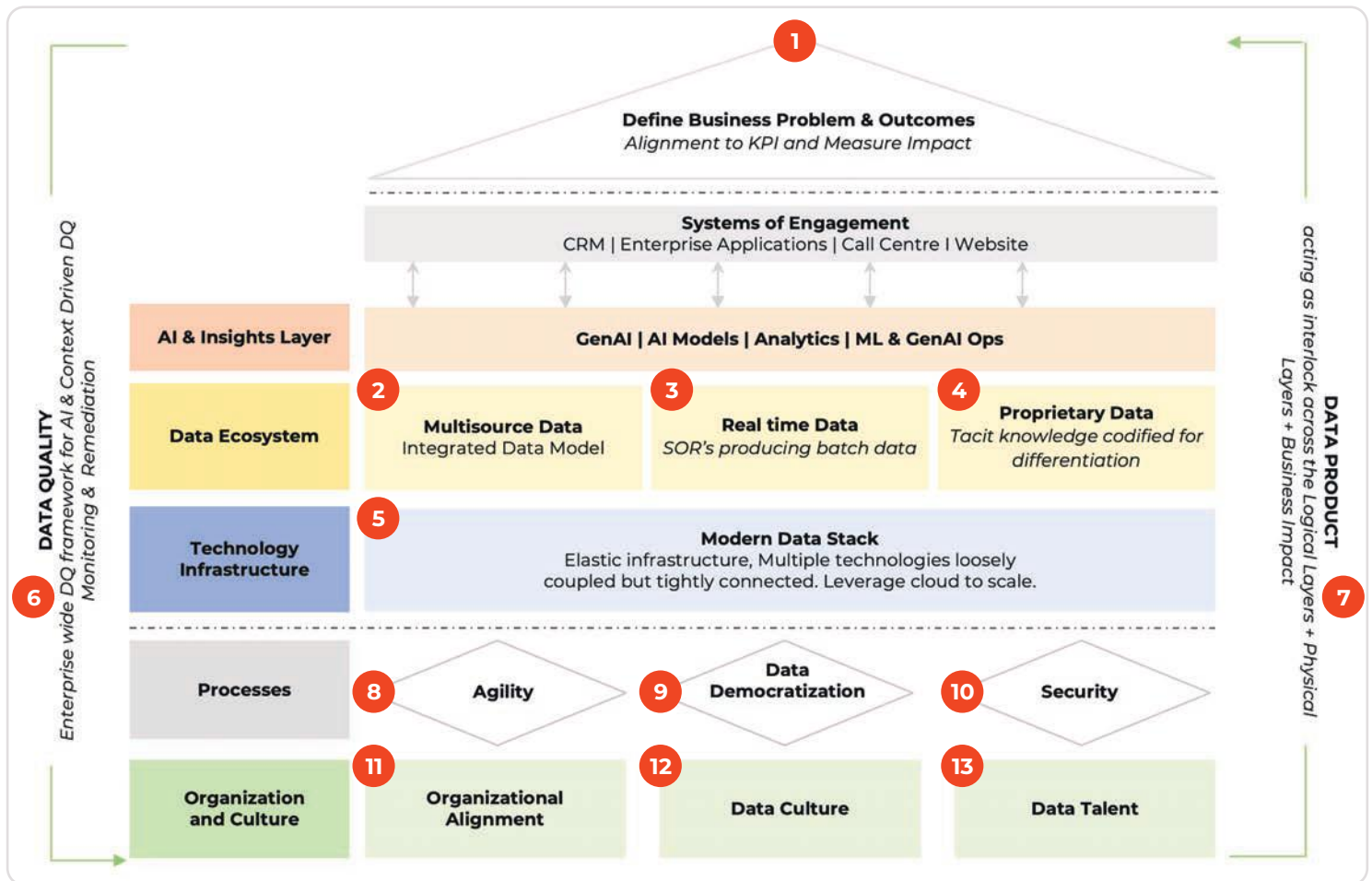| Campaign	Acquire	Retain	Engage
▶ Promotion to Lead	▶ Qualify to Order	▶ Usage to Payment	▶ Insight to Loyalty
▶ Lead to Qualify	▶ Order to Activation	▶ Complaint to Resolution	▶ Retain and Grow

CX Drivers ▶ **1.** Business Outcomes **2.** AI in Action **3.** Tech & Infra Foundation

incedo

Incedo's Comprehensive 13-Point Strategy-to-Execution, Unified Solution Framework*

*derived from 'Mastering the Data Paradox' best seller book by Incedo Co-founder and CEO

Success Stories

STREAMLINE NETWORK CHANGE MANAGEMENT AND CARRIER OPERATIONS

Incedo's next-generation platform automates workflows, unifies processes, and leverages AI for faster processing and real-time actionable insights. This empowers telecom companies to achieve:

Impact Delivered

▶ **2X** Faster Change Management: Automate tasks and leverage AI to expedite change implementation.

▶ **30%** Cost Reduction: Consolidate teams and automate workflows for streamlined operations.

▶ **85%** Faster Processing: Handle high volumes of requests with automation, significantly reducing processing time.

NEXT GENERATION NETWORK PERFORMANCE OBSERVABILITY & SON PLATFORM

Incedo built a unified multi-dimensional visualization console, managing 100+ Network KPIs affecting network performance & customer experience. This helped in proactively monitoring & identifying network anomalies using an advanced AI/ML engine and auto-triggering rectification SON actions.

Impact Delivered

▶ **20%** MMTR reduction on network troubleshooting tickets

▶ **$5M+** annual saving on licensing & system maintenance cost

▶ **25%** reduction in mean time to detect false positives for fault alerts

REDUCING COSTS & CHURN VIA. FWA SERVICE OPTIMIZATION

High customer ticket volume for Fixed Wireless Access (FWA) services drove operational costs and churn. Incedo developed a data-driven approach to automatically identify root causes of FWA issues, enabling faster resolution and improved customer experience.
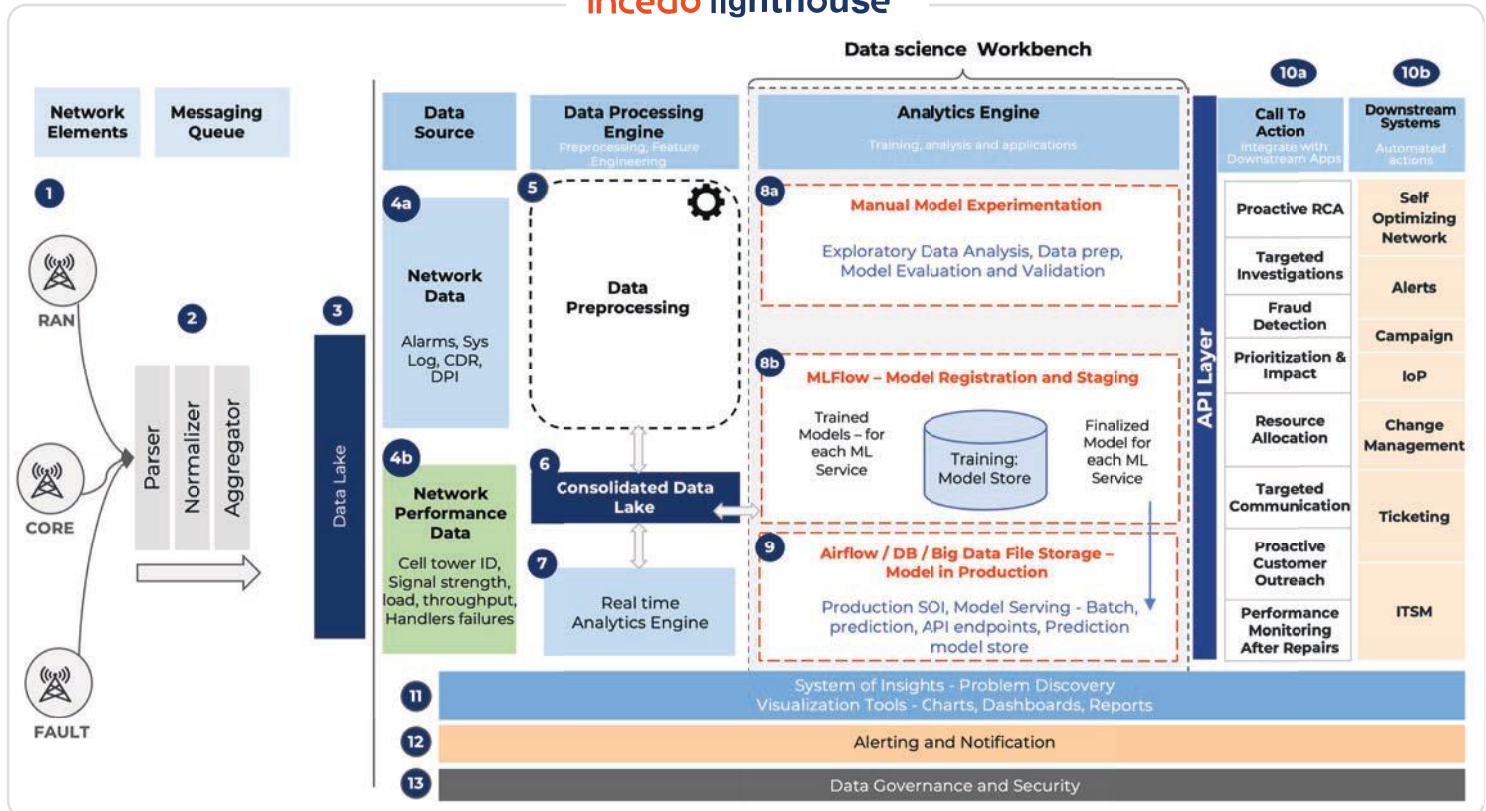
Impact Delivered

▶ **25%** reduction in early churn

▶ **20%** increase in Network QES

▶ **15%** reduction in MTTD

Winning Partnerships & Alliances

Technology & Infrastructure Foundation in Network Data Engineering

About Incedo

Incedo is a digital transformation expert empowering companies to realize sustainable business impact from their digital investments. Our integrated services and platforms that connect strategy and execution, are built on the foundation of Design, AI, Data, and strong engineering capabilities blended with our deep domain expertise from digital natives.

With over 4,000 professionals in the US, Canada, Latin America, and India and a large, diverse portfolio of long term, Fortune 500 and fast-growing clients worldwide, we work across financial services, telecom, product engineering, and life sciences industries.

9+
Fortune 500 Customers

10+
Global Locations

4k+
Employees Globally

Our Global Presence

India	USA	Canada
Gurugram	Santa Clara	Ontario
Chennai	New Jersey	
Pune	Dallas	**Mexico**
Bengaluru	Boston	Guadalajara
Hyderabad		

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