



Accepting AI at T Mobile

Driving Adoption
to Achieve Business Outcomes

Consumer Group

AI STRATEGY & PLANNING



BRIAN SPRIGINGS

Director

AI STRATEGY



LISA KRAVITZ

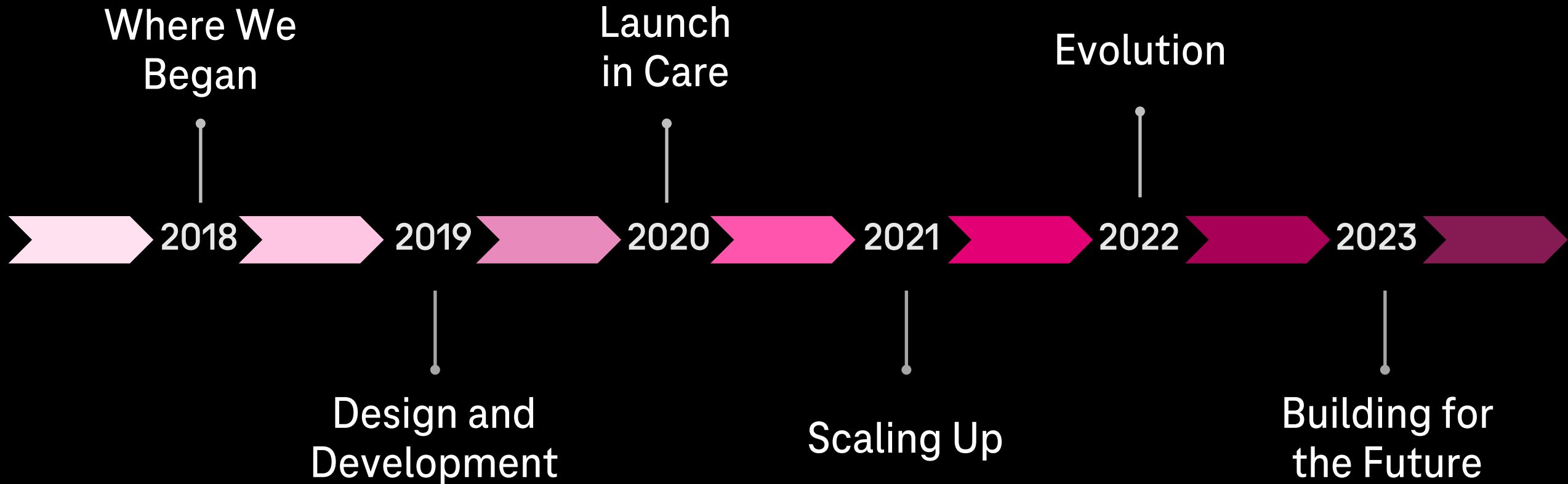
Sr. Manager

AI ORCHESTRATION



NBA PLAY-BY-PLAY

Centralized Decisioning at the Un-Carrier



NBA Gives the Assist

- Un-Carrier means “We Won’t Stop”
- From specialized queues to omni-skilled “Team of Experts”
- The visual audit: optimizing handle time by automating the simple



Average Handle Time
PILOT

Treatment vs Control  +7%

Accept vs Control  +19%

A Balanced Game Plan



- Un-Carrier means technology in the service of people
- Track impacts beyond business case KPIs
- Zone defense: prepare for challengers with a dynamic response strategy

Net Promoter Score
Q1 2021

Treatment vs Control

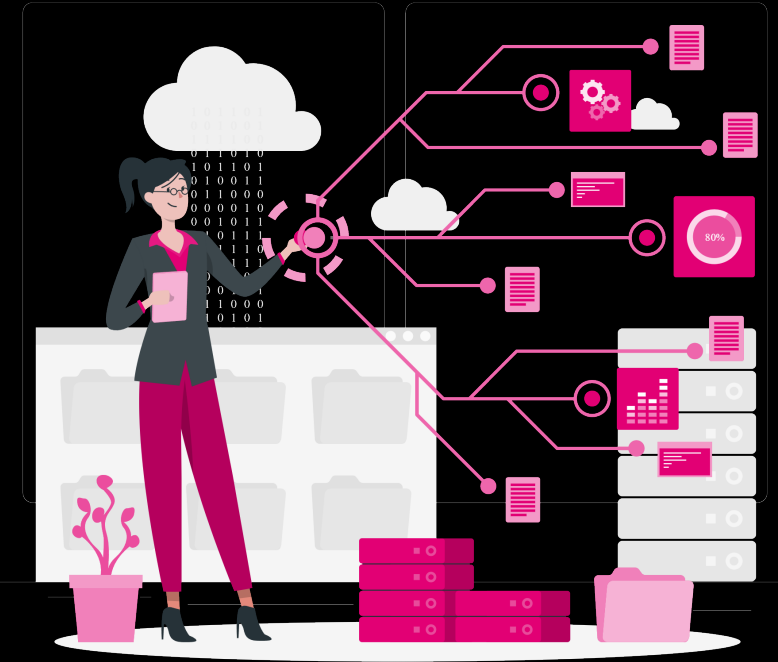
+0.2 pt

Response (Accept or Decline) vs Control

+7.5 pt

Motion Offense

- A new, *proactive* strategy
- Un-carrier means taking smart risks
- Mitigate the “can of worms” – right time, right solution



First call resolution
1h 2021

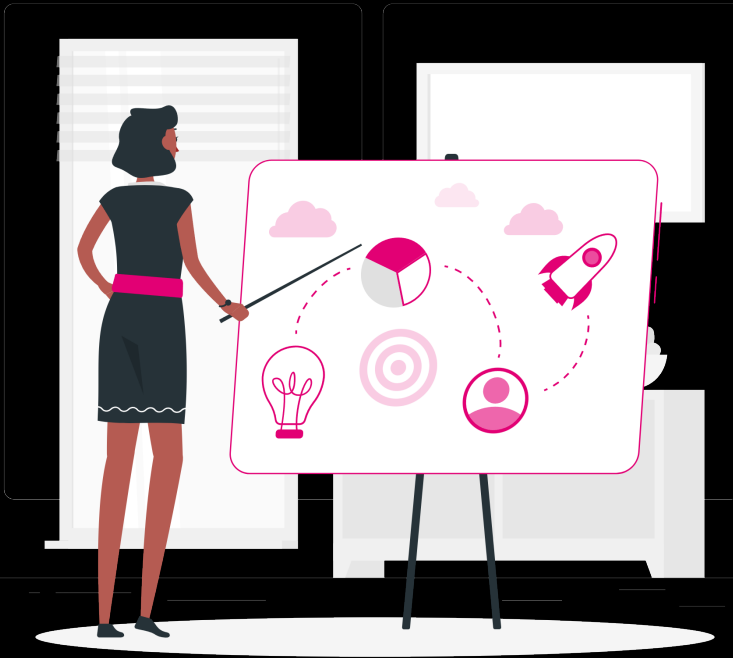
Treatment vs control

▬ +2.0 pct pts

Response (accept or decline) vs control

▬ +3.3 pct pts

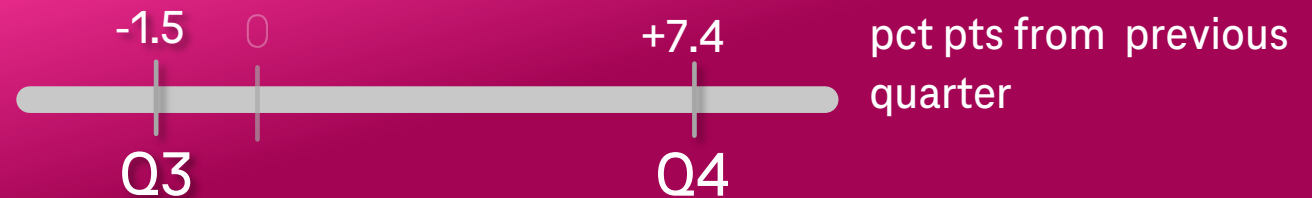
Avoiding Fouls



- Greenlight from Ops for expansion to consumer voice
- Un-carrier means providing value, not demanding compliance
- Investments in frontline engagement

Discussion Rate

2H 2021



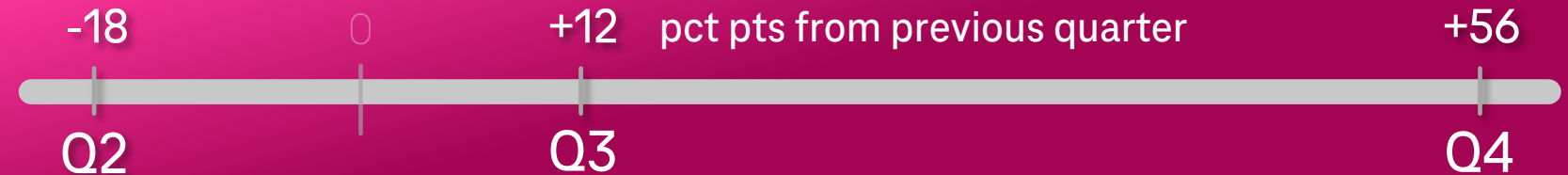
Huddle Up

- Un-carrier means one team together
- T-Mobile + Sprint integration meant major shifts in both tech systems and Care priorities
- Evolving the operating model: governance
- Scaling a frontline feedback method



NBA Call Volume

2022



Expanding the League



- Supporting omnichannel CX with AI CoE
- Sharing accountability: NBA in the QGP
- Un-Carrier means doing it the right way
- Guiding a responsible approach

Program Impact FULL YEAR 2022



Jump ball: Q&A

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