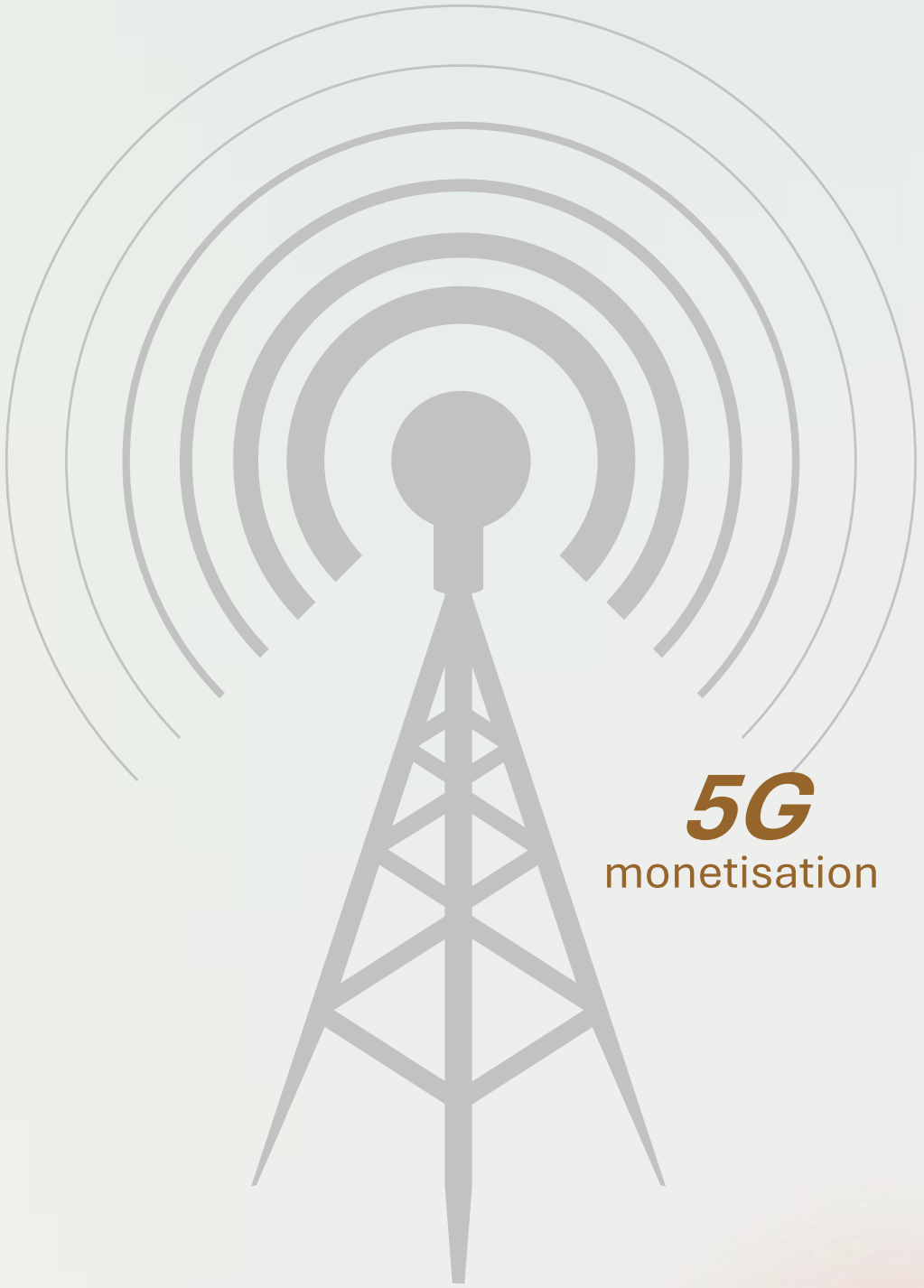
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The 2.8% Challenge Every Telco Faces

Monthly churn rates are climbing industry-wide.

While traditional revenue streams face pressure from OTT players, 5G investments await monetisation.



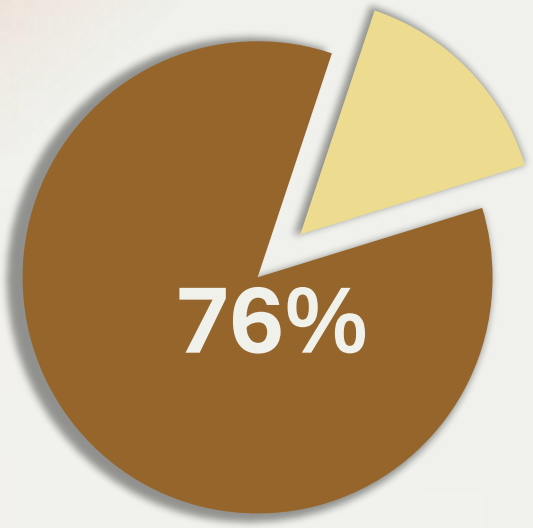
Is AI the answer?

Let's explore what's really working →

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The Industry Reality



Telcos That Have Launched AI Initiatives

Why the gap?

Most AI projects focus on:

Network optimisation

Infrastructure efficiency

But miss the mark on:

Customer retention

Revenue generation

Source: McKinsey Global Telco AI Survey 2024, GSMA Intelligence Report 2024

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Challenge #1 – The Data Integration Puzzle

Common scenario: Disjointed system and data silos



Billing systems in one silo



Network data in another



Customer service down

Result: AI insights are partial, ineffective and do not reach the right teams at the right time

Example: Churn predictions that arrive after the customer has already left

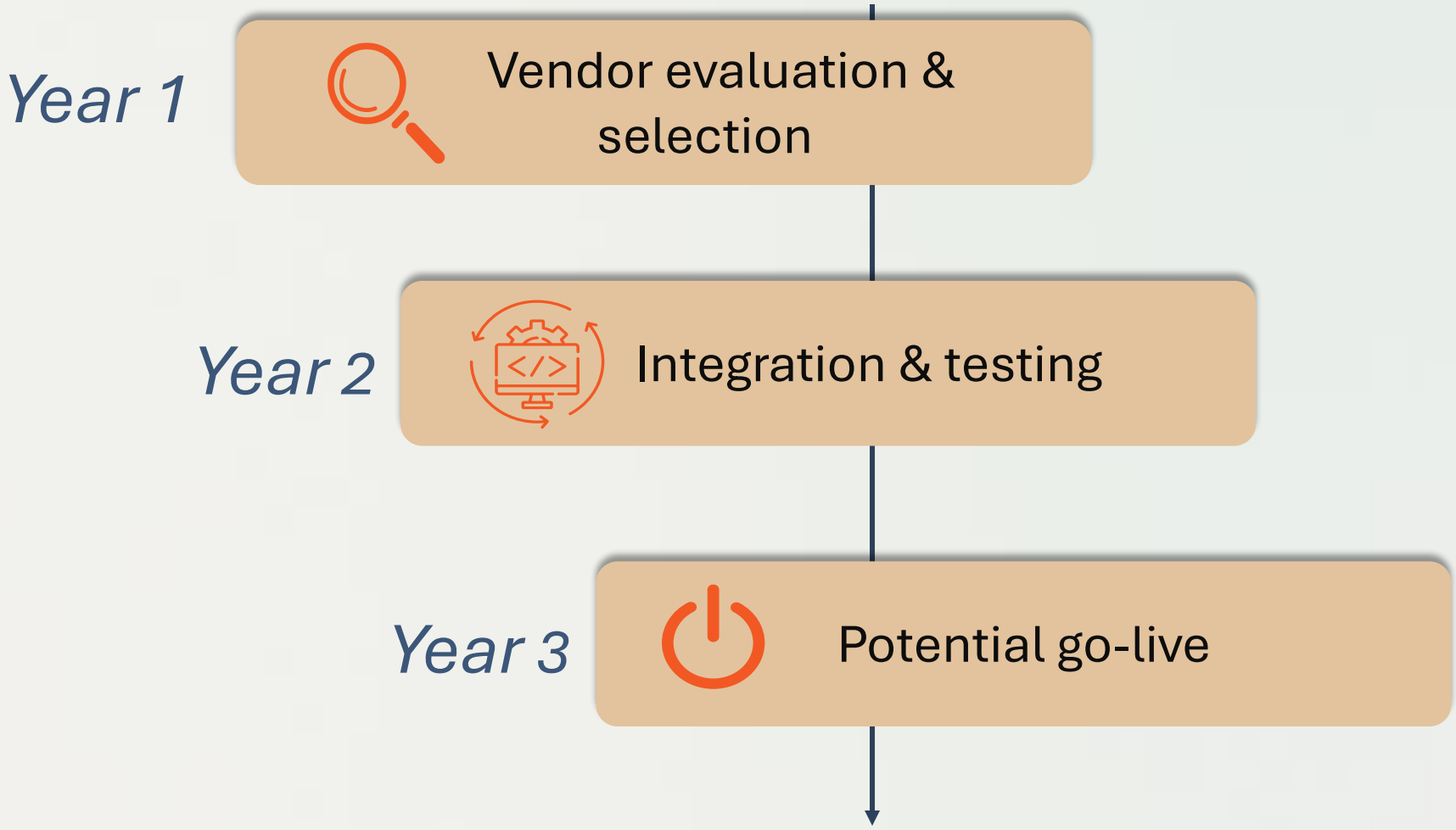
TM Forum Digital Transformation Survey 2024

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Challenge #2 – The Timeline Dilemma

Traditional AI Implementation:



*Meanwhile: Digital-native competitors launch **AI-powered services in months, not years.***

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Challenge #3-Focusing on the Right Metrics

Technical KPIs:

- ▲ Network efficiency
- ▲ Tower utilisation
- ▲ Spectrum optimisation

Business KPIs:

- ▼ Customer churn: ~3% monthly
- ▼ ARPU decline: -3.5% YoY
- ▼ 5G revenue: <5% of total



Bridging this gap is where real value lies

There's a better way →

STL Partners "State of Telco Metrics" Q1 2025

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AI That Drives Business Outcomes

No massive overhaul required. Start small, scale fast

Industry benchmarks for AI impact:

Churn Reduction: 15-25% improvement

ARPU Growth: 5-15% uplift achieved

5G Monetisation: 3x enterprise revenue potential

See how one telco did it with SynaptyX→

BCG "Telco AI Value Report" 2024

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Success Story: Digital Marketing Transformation

The Challenge:

- Manual campaign analysis across platforms
- Delayed optimisation decisions
- Rising customer acquisition costs (CAC)



After 3 Months with AI-Powered Analytics:

↓ 1-3%
Customer Acquisition Costs

↑ 10%
Efficiency
through LTV:CAC optimisation

Impact: *High-precision spend recommendations driving immediate ROI*

Our approach →

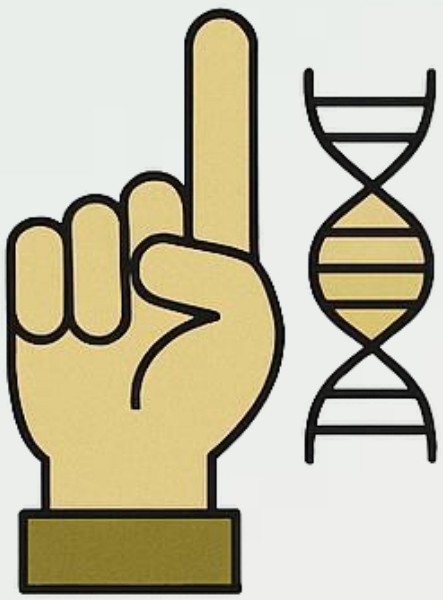
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The *SynaptyX* Difference

Built by Telco Veterans, for Telcos

- **Team with telco DNA –**
  We understand your challenges
- **Results-based partnership –**
  Success fees tied to your KPIs
- **Rapid implementation –**
  First value in 30 days
- **Works with existing systems**
  No rip and replace.



Our commitment: *We succeed when you succeed.*

Ready to explore?

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Next Steps : Transform Your Telco's AI Journey

We help telcos achieve all three KPIs:

- Retention
- ARPU Growth
- 5G Monetisation

$200B	70%	18 Months
AI is expected to unlock significant value for telcos by 2027.	*Early adopters are capturing most of the AI value.*	*A window of opportunity for telcos to gain lasting advantage.*

Contact us: corp@synaptyx.ai

