

Raw Data to Real Solutions: How AT&T Applies AI



Data makes our modern world turn. It informs business decisions, provides solutions to complex problems, and ultimately improves the customer experience. It is an organization's most valuable asset. And, its importance will only exponentially grow.

Data Fueling AI Advancements

This influx of data that flows through AT&T's wireless network creates a world of possibilities. It's what's fueling advancements in emerging technologies like artificial intelligence (AI). We're able to better support customer needs by rapidly applying AI to solve problems and create value.

AT&T AI Solutions

By combining artificial intelligence/machine learning (AI/ML) and human expertise into human-powered AI, we're producing real solutions faster than ever before to build a better world for you. Here are a few examples:



Making Sure Your Technician Arrives on Time: Using AI, automation, and data insights, we created algorithms used to dispatch our more than 43,000 technicians more efficiently and serve our customers faster.



Fighting Robocalls: Our systems look for calling patterns to tip us off to suspected robocallers. We've blocked more than 4.6 billion calls using this network data analysis.



Fighting Fraud: Data and AI help us look for indicators of fraudulent behavior. For instance, if we see a consumer logging into their online account from England, but their cell phone is located in New Jersey where they live, that creates an alarm.



Improving Customer Care: We're using data and advanced technology to help personalize interactions and answer questions. Our digital assistance tools use an AI-first approach to enable friction-free, always available, customer-powered problem-solving solutions.



Building the 5G Network: ML and AI will work together to keep the 5G network maintained and secure by continuously monitoring how you're using it and how it's responding.



Operating and Protecting our Network: We use AI to optimize traffic and speed, so everyone gets an optimum bandwidth to run apps or stream their favorite video anytime, anywhere. AI is also used to secure the network, so you can feel safe exchanging information and data.



Preparing for Climate Change: In March, we announced the creation of a Climate Change Analysis Tool. We feed millions of data points into AI and ML algorithms to make better, smarter decisions about climate scenarios that could affect our hardware and business operations years into the future.

Data is at the core of every decision we make. The examples above barely scratch the surface of what our data scientists can do.