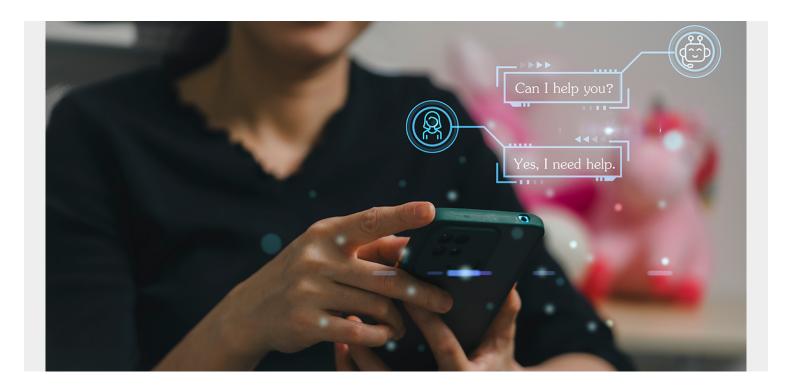# EMPOWERING COMMUNICATION SERVICE PROVIDERS TO HARNESS THE POWER OF GENERATIVE AI

Over the past few months, I have had the privilege of meeting with Telefonica, Vodafone, TalkTalk, and over 30 other leading communication service providers (CSPs) as they continue to converge network and IT operations management (ITOM). A critical topic of those conversations is how CSPs can leverage generative artificial intelligence (AI) to improve customer service and operational performance.

BMC is the first global vendor to embed generative AI across our entire service and operations management platform. You can read more about this ground-breaking announcement [here](#).

Aside from that, we have been at the forefront of generative AI with BMC HelixGPT, a generative AI capability that can be tuned to the specific needs of CSPs. An immediate benefit for CSPs lies in empowering conversational use cases for network management and operations, driving actionable insights in natural language with a modular and adaptive generative pre-trained transformer (GPT) engine design. Utilizing large language models (LLMs), BMC HelixGPT captures and then learns from all data and insights to become an expert across all of your designated CSP data and systems for more accurate results and outcomes that are specific to your CSP.

We are collaborating with many CSPs on their generative AI journeys, advising how can help them achieve zero-touch, zero-trouble IT and network operations. Short-term use cases span network optimization, predictive network maintenance, customer experience transformation, and more. Here are few:

- **Network optimization** to identify performance patterns and anomalies and remediate incidents faster with clear situation summaries. You can see this in action through [BMC Helix-](#)

[GPT Powered Situation Summaries with Explainability](#).

- **Predictive network maintenance** that analyzes historical data and real-time information to determine potential points of network failure and then offers insights to resolve the issue[. BMC HelixGPT-Powered Resolution Insights](#) can save network engineers valuable time and resources.
- **Customer experience transformation** that improves contextual virtual agent experiences to improve responses with more natural and human-like conversations. You can see how through our [BMC HelixGPT-Powered Conversational Search and Engagement](#)

BMC's leadership in generative AI is just one of the many ways we deliver positive business outcomes for CSPs. To find out more please visit: [Enabling the CSP of Tomorrow, Today - BMC Software](#)