EJ4 -Bringing AI to Telecom Customers

Telstra Business Model

- Value Proposition
  - Better Customer experience
  - Premium Connectivity
  - Reliability
  - Accessibility
  - Simplicity of products and services
- Revenue Streams
  - Mobile phones
  - Offer Plans
  - Internet Plans
  - Accessories
    - Power Cables
    - Watches
    - Headsets
    - Gaming
  - Entertainment
    - Telstra TV
    - Telstra Box Office
  - Coverage and Services
    - Cybersecurity
    - Platinum Services
- Telstra Channels
  - Customer Service Desk
  - Telstra App
  - Telstra Store
  - Partner Stores
  - Telstra Website
- Key Partners
  - Brand Partners
    - Google
      - Google Pixel smartphones and Google Nest devices, such as smart speakers and smart displays with Telstra mobile plans
    - Apple
      - Telstra offers Apple products such as iPhones, iPads, and Apple Watches to its customers.s
    - Kayo Sports
      - Telstra has a partnership with Kayo Sports, an Australian sports streaming service, and offers discounted subscriptions to Telstra customers
    - Microsoft
      - Telstra offers Microsoft Surface laptops and tablets.
    - Samsung
      - Telstra has a partnership with Samsung and offers Samsung Galaxy smartphones, tablets, and wearables.
  - Retail Partner
    - Big W
    - Officeworks
    - JB HiFi
    - The Good Guys
    - Bing Lee
    - Harvey Norman
- Key Activities
  - Market Branding
  - Sales
  - Networks and IT enhancements
  - Product and Service Design
  - Customer Research
  - Offer pricing
  - Operations
    - Incident Management
    - IT
    - Network
    - Customer Relationship Management

Project Background Research

- Key Characteristic s
  - Design for customers with Disabilities.
  - Utilization of AI
  - Customer Value
  - People & experience based
- Potential Needs & Scenarios
  - provide flexible solutions to existing users with disabilities
  - Enlarge the possibilities of types of interactions with technologies
  - Expand the user groups to enable services to more people with disabilities
- What AI can do
  - Casual Chatting
  - Problem solving/ consulting
  - Short response time with acceptable accuracy
- Constrains/Limit ations
  - Lack of emotion
  - Technical Difficulties
  - Practical Implementations
- Possible Aspects of Investigation
  - Customer Service: Skip the boring pre-recorded questions & answers can be more personalized
  - After-sell service: handle the problems in a nature tone and with personalized answers.
  - Interactive audio-based games to improve mental health
- Ethical Consideration
  - the creation of deep fake audio or text
  - in spreading false or misleading information
  - unintended bias in the training data
- Similar Product in Industry
  - Zendesk: chatbot in website
  - Omnichannel customer experience with AI bots
    - Nagelle
  - Text to Speech & Personalized tone & over 60 languages
    - Snatch Bot
- Cost
  - overall design & the development & integration of data analysis features
  - about $20,000-$80,000

SWOT Analysis of ChatGPT

- Strength
  - Free & easy to use
  - Quickly synthesizes information
  - Makes broad connections due to its large database
  - Saves time by summarizing result from many sources
  - Generate new & personalised content
  - Respiomes are well and easy to read
- Weakness
  - Responses are from static data
  - Risks in inaccuracy
  - No content available from after 2021
  - Can't predict future events
  - Results can be biased/harmdul
  - No sources are cited for the content provided
- Opportunities
  - Provide insightful ideas
  - Save time
  - Facilitate virtual tutoring
  - Analyze and revise writing
  - Learn skills, concepts, ideas
  - Make new connections between ideas
- Threats
  - Data Privacy
  - May be used to undermine academic integrity
  - Make some skills less relevant
  - May be difficult to ask questions appropriately
  - Make disrupt current curriculum and practices
  - May be used for malicious intent, such as hacking
  - May replace some jobs

How our Team Work

- Collaboration and Knowledge Sharing
  - Collaborative tools and software

Type	Team
Messaging and Communication	Slack
Remote team meetings	Zoom
Project management	Asana, Trello
Shared docs/ files	Google Docs
Peer evaluation	Google/Apple sheet. In connect with the people who are assigned
Time management	Combination of Macintosh app and a pulse sheet. Pulse sheet is a google sheet or the equivalent. Latest special goal-tracker software

  - Documentation
  - In-class discussions
  - Weekly Meetings
- Accountability

Meeting Date & Time	Where (video link)	Objective
Tuesday 2:00 pm	Zoom link (or Teams or wee Meeting)	Update on progress
Fri 10 am 1:30 pm Canada	Projected file Zoom	Tutorial/ Discussion

  - Individual and team accountability
  - Clearly defined roles and responsibilities
  - Continuous improvement
- Performance and Evaluation
  - Individual and team assessments
  - Celebrate success and improvement opportunities

Our team responsibilities:

We have agreed on these 8 agreements to resolve any conflict that may occur during team works in TK each of the personalities of our members.

1	*Everyone will attend all classes, unless a valid reason not to is provided in advance.*
2	*Everyone will attend all meetings, unless a valid reason not to is provided in advance.*
3	*Each team will complete all assigned tasks before the agreed deadlines, unless a valid reason not to is provided in advance.*
4	*Everyone will respond to messages within 24 hours, unless a valid reason not to is provided in advance.*
5	*Failing to do any of the above for the first time will result in a team discussion with the teacher. Failing to do any of the above for the 2nd ongoing issue then the teaching team for the subject will be contacted.*

Our resolution regarding conflicts during team work

1	Acknowledge the conflict *Ignoring the conflict will only result in more arguments, disagreements, and hurt feelings. However, acknowledging the issue impartially and communicating it to the other party has had welcome results towards a solution.*
2	Communication *Open and sincere communication can provide a clear understanding of each party's perspective and can lead to a mutual understanding and acceptance of each other's concerns and issues. Ignore the people but focus on the issue.*
3	Listen and find a solution *Listen to the other party's concerns and attempted to compromise, or find some compromise and alternatives that show our perspective on resolving the issue. Compromise and alternatives that show our perspective on resolving the issue. Allow individuals to express themselves and demand understanding from each of one do giving in. The team can work together to find a solution to the conflict of issues.*
3	Talk to teacher *If all the tactics are just not helping or the issue is more serious, we will talk to our teacher and ask for their advice and support. We will inform our teacher of communication line with the member and update what is happening with the team.*

Project Overview

- Scope
  - Conduct interviews in order to understand customer need
  - Provide a innovative solution to provide Telstra services or products with ChatGPT
  - Create Ethical based solutions
- Project Description
  - Utilisation of ChatGPT AI bot to Telstra Product
    - ChatGPT AI bot
      - Allows users to conduct conversation with bot
      - Answers delivered promptly
  - Opportunity to provide new product or services or improvements for existing products/services
    - Focus on residential customers
    - Primarily disabled people (physical/mental)
- Objective
  - Integrate ChatGPT as user interface
  - To help disabled people
    - Solving their needs that existing products do meet.
  - Increase awareness of the hardship faced by disabled people and ways to help them
- Deliverables
  - Deliverables across the semester
    - Mindmap
    - 3 well-implemented ideas on the usage of ChatGPT for disabled people
    - Project Brief
    - Build prototype of ideal solution to present to tutors and sponsors at the end of the project
    - Conduct at least 20 interviews in order to recognize customer need
    - Conceptual Diagram
  - Final Deliverables
    - Project Report
    - Video Demo
    - Innovative Solution

Data Collection Plan

- Ideation research: Generate idea and come up with final solutions
  - Review findings from previous two research stages
  - Brainstorm and document all the ideas
  - Evaluate the feasibility and potential impact on the disabled users
  - prioritize the most promising ideas
  - Finalise solutions
    - Create detailed concepts for the solution
    - Create prototype
- Background research: Data collected from AI Experts through interviews
  - ChatGPT capability and limitation
  - Potential risks and challenges when integrating chatGPT
  - Possible way to integrate ChatGPT to current product
- User Research: Data collected from User (people with disabilities) through
  - Customer Behaviours
  - User Attitudes
  - Customer Segment
    - Customer Jobs
      - Customer needs that need to be met
      - Tasks that need to be completed
      - Customer problems that need to be solved
    - Pains
      - Something that prevents customers from getting the job done
      - User Motivations
    - Gains
      - Required Gains
      - Desired Gains
      - Types of Gains
        - Expected Gains
        - Unexpected Gains
      - Outcomes/benefits that customers want
    - Risk
      - Types of Pain
        - Obstacles
        - Undesired Outcomes
- Validation research: Validate the finalised solution
  - User validation
  - Experts validation
  - Sponsor validation

Continuous Improvement

- Retrospectives and feedback loops
- Innovation and creativity
- Best practices and lessons learned
- Process improvement and optimization

Legend

- Interlinked Information
- Secondary Connection
- Primary Connection
- Text — Primary Categories
- Text — Secondary Categories
- Demo Text — Detailed Infomation