



Building a Multi-Agent AI Ecosystem to Transform Churn Strategy for a Leading Telecom Provider

Bringing together data science, network operations, customer service, and business units to drive measurable, cross-enterprise churn reduction.

brillio



A leading U.S. telecom provider set out to strengthen churn prediction and improve retention outcomes across several business units. With multiple AI, network, customer support, and value-based drivers contributing to churn, the organization needed a unified approach that could align 13+ churn-reduction initiatives. The effort required consolidating causal modeling, prescriptive insights, AI-enabled BI, and agentic automation into a single, scalable program – one capable of identifying churn drivers, operationalizing insight-to-action workflows, and enabling reusable AI assets across AI&D, VCG, VBG, and NS. By creating this alignment and establishing a cross-functional operating model, the provider positioned itself to influence ~\$1B in revenue through improved churn outcomes, offer acceptance, and retention efficiency.

Unlocking Strategic Value Beyond Revenue

The program was designed not only to reduce churn but to unlock broader strategic value. Through cross-BU alignment, the churn-reduction approach was standardized, enabling deeper collaboration across data, AI, and business teams. The initiative delivered 32+ reusable churn-focused AI assets built natively within the client ecosystem, supported by thought-leadership sessions and cross-team knowledge exchanges. Additionally, large-scale enablement – such as webinars for ~500 employees and agentic AI workshops for ~300 – ensured talent across the organization could understand and influence key retention levers.

Driving business
impact while
empowering
teams with
reusable AI assets
and shared
retention levers.

Uncovering Churn Drivers with Causation Intelligence

The first phase of the initiative focused on identifying the true drivers of churn using Causation Intelligence. Brillio implemented a Tech Acceleration Engine that automated AI science workflows and enabled self-service, governed BI for scalable and prescriptive insights. Causal ML models were introduced to isolate high-risk deciles, top churn-prone centiles, and the underlying drivers across customer service, network behavior, and value-based segments. This created a new operating model that shifted teams from intuition-led decisions to measurable, model-driven impact on churn.



Establishing the scientific foundation for accurate prediction and meaningful remediation.

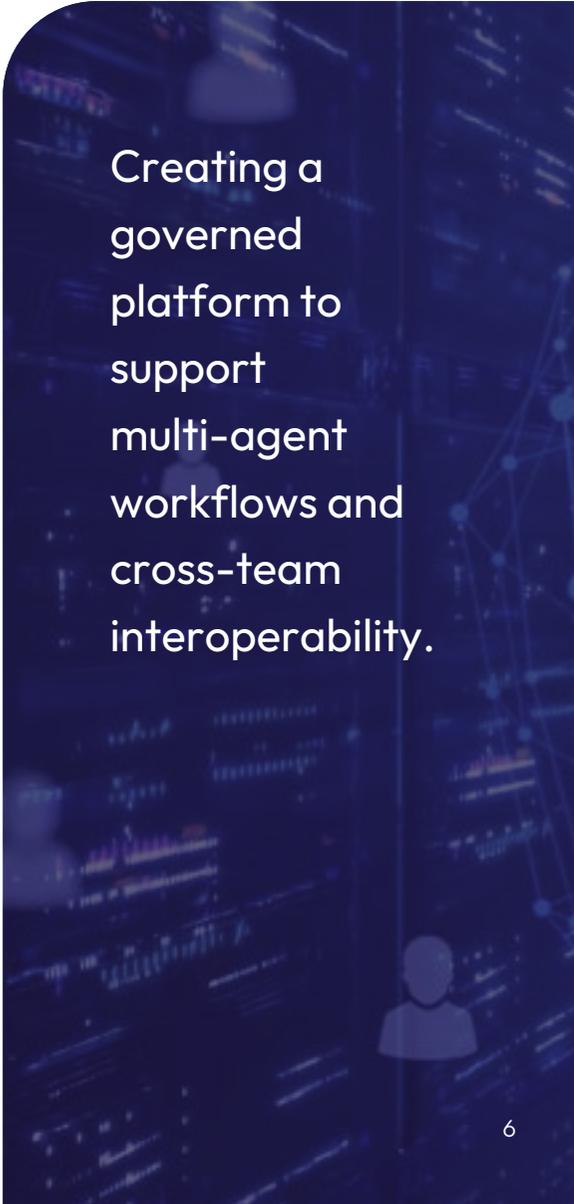
Operationalizing Retention Through Agentic Acceleration

Once drivers were identified, the organization expanded into execution by deploying specialized Agentic AI pods aligned to the highest-impact use cases. These pods automated ticket triage, accelerated billing issue resolution, surfaced proactive network insights, and enabled prescriptive recommendations. Outcomes included reduced ticket volume by 30–50%, lowered support costs by 20%–30%, quote creation, and faster turnaround for complex service interactions. Self-service and natural language BI further enabled teams to access quick churn insights without waiting for centralized analytics cycles.

Deploying
specialized
Agentic AI pods
to act on churn
drivers across
functions.

Building an Agent-First Architecture for Scale, Reuse, and Governance

The provider then advanced toward a long-term, scalable architecture that could support multiple agents and data-intensive workloads. Brillio built an Agentic AI platform to automate data management, unify interfaces, and scale adoption across business units. A centralized Agentic Marketplace gave teams a single view of all AI agents developed across BUs, improving discoverability, reusability, and governance while enabling multi-role access and cross-team interoperability.



Creating a governed platform to support multi-agent workflows and cross-team interoperability.

Scaling Talent Through a Purpose-Built Enablement Engine

To deliver value at scale, Brillio and the provider implemented a structured talent ramp-up model that could onboard SMEs quickly and effectively. Over 20 experts were onboarded during the initial ramp, followed by additional SME groups for each BU track – VCG, NS, and VBG. The onboarding flow included:

Telecom Training – building domain foundations through interactive webinars

Account Overview – aligning teams on account-specific context and operating norms

Agentic AI Knowledge Transfer – deep dives into the provider’s Agentic AI platform and multi-agent workflows

Tech Training – tailored, instructor-led labs for the customer’s specific tech stack

This model was supported by defined learning paths, dedicated mentors, centralized LMS resources, and community forums for peer collaboration – ensuring sustained capability building across all pods.

Ensuring rapid onboarding and consistent delivery through telecom, account, AI, and tech training tracks.

Driving Impact Across Business Units

The unified program introduced agentic capabilities across the telecom provider's core business units:

AI&D: Churn prediction (“who and why”), proactive DQ remediation, improved data reliability, and AI-powered BI for quick churn insights.

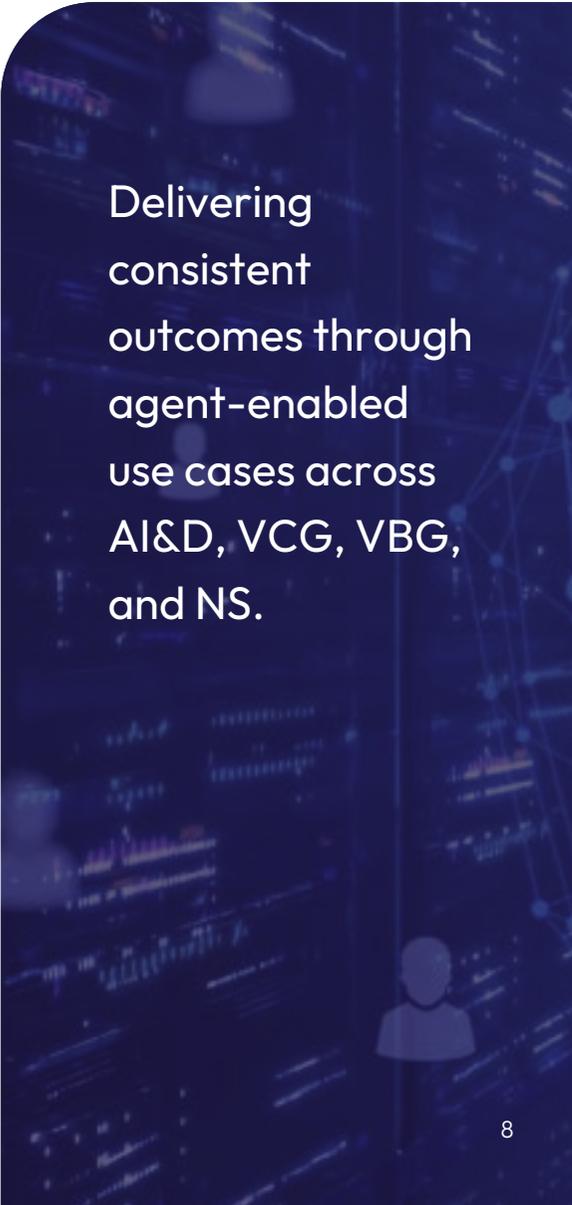
VCG: Agentic ticket triage, billing automation, with ~30% reduction in ticket volume for high-complexity issues, and multi-agent network troubleshooting for improved CX and reduced support costs.

VBG: Accelerated quote creation, reduced OPEX through agent-managed processes, and agentic ticket triage workflows.

NS: Network insights and recommendations, CNS outage analysis and remediation using intelligent diagnostics, and agentic customer support for improved CX using natural language interactions.

Across these units, the initiative drove significant results, including:

- Churn reduction -8 bps
- 2% increase in service revenue
- ~15% reduction in cost of retention
- 20% improvement in offer acceptance.
- Collectively, the transformation influenced approximately \$1B in revenue.



Delivering
consistent
outcomes through
agent-enabled
use cases across
AI&D, VCG, VBG,
and NS.

ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise. Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ “Brillians” across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.



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