

Netcracker and C Spire Unleash the Power of Agentic AI to Transform Revenue Management and Customer Experience

U.S.-Based Communications Service Provider Adds New Agentic AI Use Cases, Including Automated Customer Interactions, for Improved Flexibility and Reduced Operational Expenses

AI Agent-led Process Automation

Improved Call Center Deflection Rate

Reduced Call Center Traffic

Executive Summary

C Spire, an advanced technology company delivering customer-inspired solutions across fiber, wireless and managed services, has expanded its partnership to include additional functionality from Netcracker Revenue Management and new Agentic AI use cases that will transform the customer experience and improve automation throughout its operations.

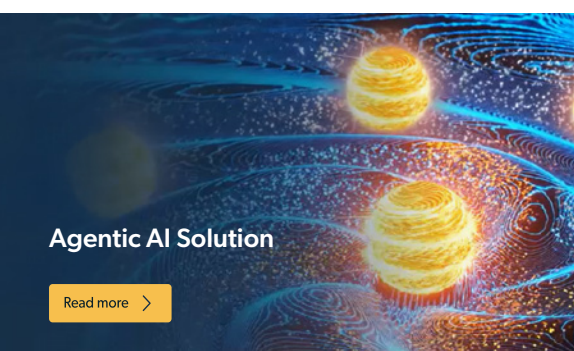
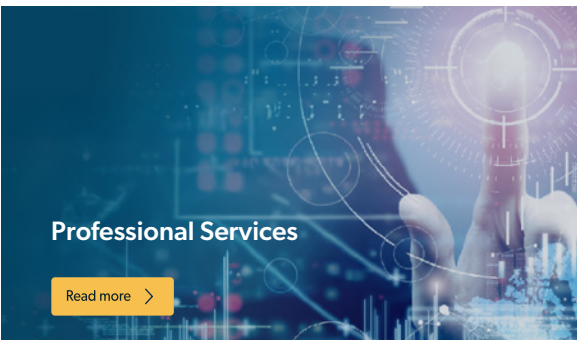
Previously, C Spire added the advanced capabilities of the Netcracker Agentic AI Solution to its implementation of Netcracker Revenue Management, enhancing the service provider’s billing care experience and driving automated care operations.

This phase followed a major legacy migration, during which Netcracker’s converged billing and active mediation solutions were deployed to support both prepaid and postpaid wireless services on a single rating and billing platform.

“We are continuing to invest in technology like Netcracker that makes the experience simpler and more intuitive for our customers. By expanding how we use AI, we are removing friction and giving customers more control at every interaction.”

– Rabun Jones, Chief Information Officer at C Spire

Netcracker Capabilities Deployed



AI-powered Customer and Care Agents Experience

C Spire, which operates a gigabit fiber and nationwide 5G network to support B2C and B2B customers, has upgraded to the latest version of Netcracker Revenue Management, including the pre-integrated Agentic AI Platform, with embedded features for C Spire’s revenue operations. The goal was to significantly improve the end customer experience through automation of the billing care process and incorporation of AI agents.

C Spire’s customers and service agents can use Netcracker AI Agents to receive answers to queries related to billing, thereby reducing call center traffic, streamlining operations and lowering OpEx for the operator. C Spire is also well positioned to expand its implementation into additional use cases to support increased personalization during the sales cycle as well as driving revenue growth and ARPU.

“Netcracker Agentic AI Solution was very appealing to us, so knowing we can integrate it with the revenue management offering made it an easy decision to deploy. GenAI’s use cases for CSPs are extremely compelling, and starting out with a frequent pain point of billing care related calls will result in immediate benefits for us, such as a better Net Promoter Score.”

– Brad Carpenter, COO at C Spire

Improving Billing Presentment through Agentic AI

Building on earlier success leveraging Netcracker’s Agentic AI capabilities for telecom to automate queries related to billing, C Spire is expanding its scope to further automate interactions for customer care while protecting sensitive customer data.

By expanding its use of Netcracker Revenue Management, C Spire is enhancing its digital bill presentment capabilities, which reduces cost and complexity in managing digital bill formats across channels.

C Spire is realizing additional benefits, such as improved call center deflection rate, flexibility and accuracy for digital bill formatting and reduced operational expenses. In addition, end customers are seeing greater personalization of bill formats, resulting in an improved overall experience.

Next-Gen Convergence Driving New Services and Revenue Opportunities

C Spire’s wireless unit deployed Netcracker’s converged billing and active mediation solutions to support both prepaid and postpaid wireless services on a single rating and billing platform.

The project involved a major billing migration from two legacy billing systems—one supporting postpaid, the other prepaid—onto the convergent Netcracker Revenue Management platform. This single platform now supports C Spire’s prepaid and postpaid wireless 2G, 3G and 4G LTE+ service subscribers. Netcracker also implemented its Active Mediation solution and a variety of other components relating to mobile service activation and collections. Netcracker’s innovative converged billing solution as well as its strong track record for successful solution delivery and customer migration projects were the primary factors in C Spire’s decision to partner with Netcracker for this mission-critical transformation.

“Netcracker’s proven ability to provide, deliver and support a forward-looking converged billing solution to serve our entire customer base made it the clear choice as our key partner for this substantial billing transformation.”

– Carla Lewis, Senior Vice President of IT at C Spire