

A hand in a grey suit sleeve is shown clicking a white computer mouse. The background is a dark blue, futuristic digital space filled with various icons and data visualizations. A large red circle highlights the mouse and the hand. The icons include a lightbulb, a dollar sign, a Euro symbol, a speech bubble, a message icon, a bar chart, a pie chart, and a grid. The overall aesthetic is high-tech and data-driven.

AI in Context

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Regulation, Vodafone



Vodafone's AI Framework

Transparency and Accountability



We endeavour to clearly inform our customers and employees when they communicate directly with AI-powered systems

Ethics and Fairness



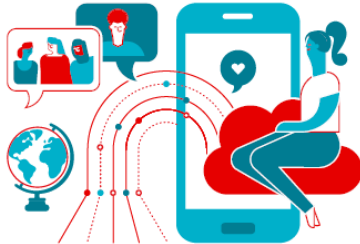
We endeavour to develop AI in an ethical way so that it can be trusted.

Preservation of Privacy and Security



We endeavour to respect the privacy and protect the security of all individuals served by the AI we develop.

Human Rights, Diversity and Inclusivity



We will ensure that we respect international human rights standards and best practice around ensuring AI systems foster diversity, accessibility and inclusivity.

Maximising the Benefits of AI While Managing the Disruption of its Implementation



Vodafone is a responsible employer and is determined to become a leading, human-centric, digital business.



Vodafone is using AI in its networks....



Supported by cognitive automation, advanced analytics and machine learning, unassisted automation and chatbots.



Digital technology | Germany fixed network operations case study

Zero touch network operations

Monitor

- ✓ Real time monitoring

Diagnose

- ✓ Preventive Actions
- ✓ Correlation
- ✓ Root cause Analysis

Resolve

- ✓ Unassisted automated fixes
- ✓ Remote Operations
- ✓ Field intervention supported by chatbot

Close

- ✓ Accept the fix
- ✓ Validate the resolution
- ✓ Close the loop



Network



Field Engineer

Germany fixed network

76% zero touch today

87%

Automatic incident detection

76%

Automatic root cause analysis in real time

76%

Automatic ticket dispatching and resolution verification

AI

based customer problem diagnosis in real time

40%

Reduction in the truck rolls



Digitising customer care with TOBi

Vision

Digital is our primary channel. Enabled by the smart use of AI to guide and personalise.
With human assistance always available at the **touch of button!**

Strategy



Eradicate



Digitise



Automate



Steer



Expert



Predict

Experience

Digital
as primary
channel

**Case
managed**
outbound
contact

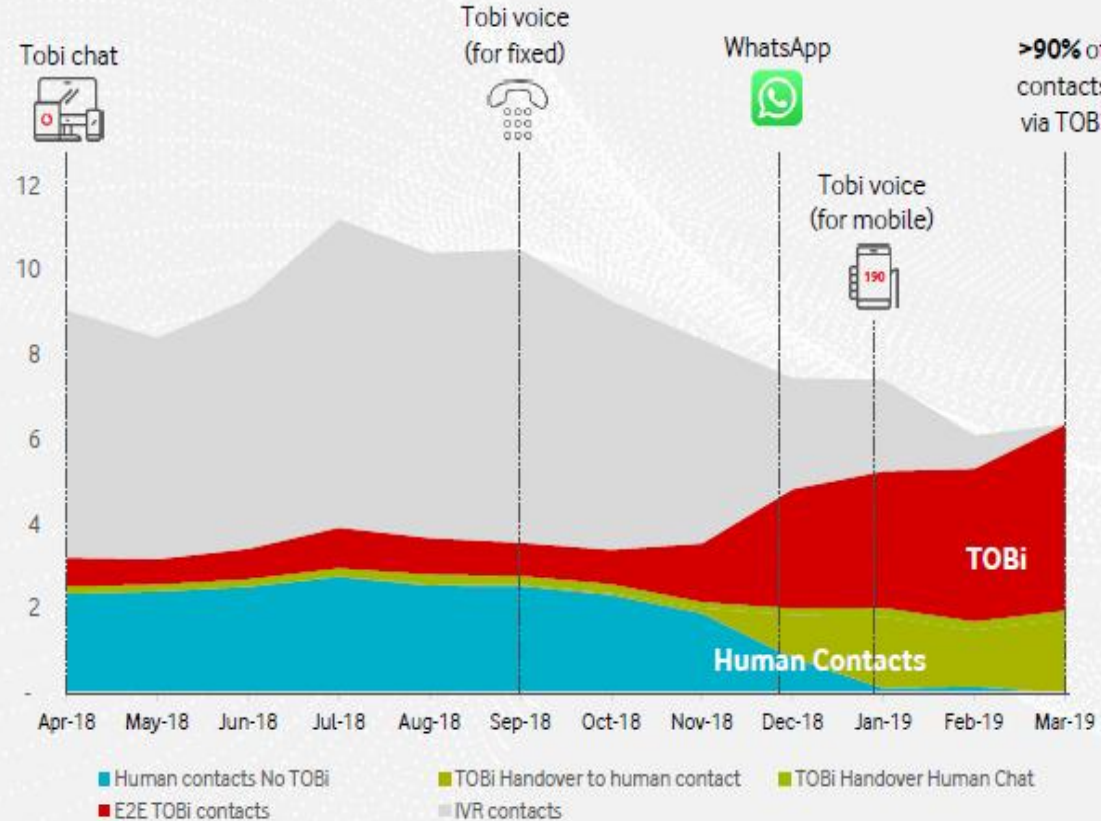
TOBi
as primary
contact

Message
for digital
assistance

AI-led
to predict
& guide



Digital customer care: TOBi journey in Italy



	FY19	FY20e
Conversations	29M	55M
Automated contacts	66%	68%

Effective Governance

AI Framework				
What	Transparency	Ethics	Privacy	Human rights
	Accountability	Fairness	Security	Skills
Governance and Accountability				
How	Risk assessment	Compliance	Reporting	
	AI by Design	Education and training	Audit trails	



Vodafone as provider and user of AI – key learnings so far

Context is essential

Focus should be on high risk area

Gap analysis v existing law

Guidelines

