k2view

Cellcom combines GenAI and customer data to transform customer service

Cellcom

- **Largest cellular provider in Israel**
- **3.5 million subscribers**
- **2,500 employees**

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We're very proud of our GenAI innovation in partnership with K2view. It allows us to combine GenAI and customer data to transform customer service, and deliver real business value faster than ever.

Victor Malka
Chief Information Officer

Background

As Israel's largest cellular provider, Cellcom serves approximately 3.5 million subscribers with a team of over 2,500 employees. Recognizing the transformative potential of generative AI (GenAI), Cellcom launched over 60 GenAI pilot projects across various departments – from customer service to engineering.

While most pilots did not scale to production due to cost, complexity, or unpredictable ROI, two were successfully implemented. One of these is a K2view GenAI-powered virtual assistant – used by service reps in company call centers – which is revolutionizing the customer experience at Cellcom.

Challenge

According to Nava Granot, IT Headquarters Manager at Cellcom, most incoming customer calls are related to invoice discrepancies. These interactions are typically complex, and take longer, because the reps must manually:

- Open 2 to 3 monthly invoices at a time

- Compare them line by line

- Identify and explain the various charges

This process not only increased handling times but also led to longer wait times for customers, impacting satisfaction and operational efficiency.

Solution

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Cellcom partnered with K2view to create a GenAI-powered rep assistant for their call centers. The solution leverages K2view GenAI Data Fusion product within an agentic AI framework, enabling fast deployment by building on Cellcom's existing data infrastructure.

Key capabilities include:
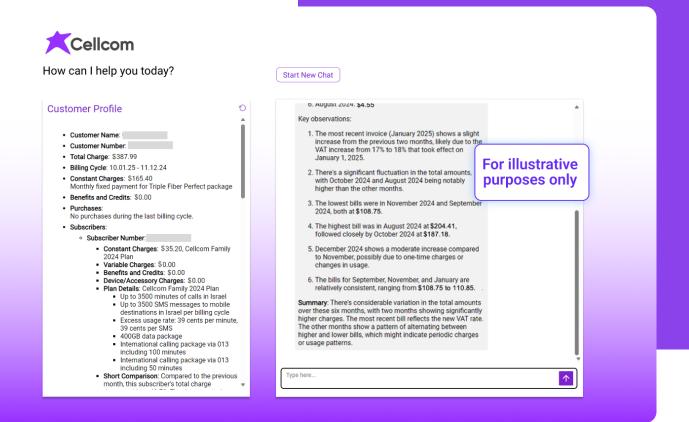
- **Customer snapshots**
  When a call comes in, reps instantly receive a GenAI-generated overview of the customer, highlighting month-over-month bill changes and the reasons behind them - eliminating the need for manual invoice comparisons.

- **Conversational interface**
  Reps can ask any follow up questions via chat to retrieve real-time information without navigating complex internal systems.

- **Scripted responses**
  The GenAI assistant suggests accurate, procedure-aligned responses, streamlining communication and ensuring consistency.

Business impact

Ziv Cohen, Project Manager & Innovation Leader, highlights 4 key benefits of the K2view GenAI assistant:

1. **Instant visibility** into billing changes
2. **In-depth access** to customer data via chat
3. **Guided responses** aligned with internal procedures
4. **Accurate resolutions** for customers

These advantages lead to:

- **Shorter wait and handling times**
- **Higher first-contact resolution rates**
- **Reduced ramp-up time for new reps**
- **Uniform service quality**
- **Improved customer satisfaction**

Why K2view?

As an existing customer of the K2view Data Product Platform, Cellcom could seamlessly layer the agentic AI framework right on top, making sure customer data is ready for LLM consumption. The platform ensured that:

- Customer information is secured and protected.
- The data is ready to answer any question in real time.
- The solution can scale to handle high volumes of queries.
- The transition from POC to production was quick and efficient.

Looking Ahead

With the success of the GenAI assistant, Victor Malka, CIO of Cellcom, shared that the company plans to:

- Extend the solution to more call centers.
- Apply it to additional service domains.
- Enable customer-facing self-service through a chatbot.

Conclusion

By partnering with K2view, Cellcom has modernized a critical aspect of its customer service operations with advanced GenAI capabilities. The project demonstrates how GenAI, when paired with real-time, ready-to-use customer data, can create a measurable impact – simultaneously driving efficiency, agent empowerment, and customer satisfaction at scale.

About K2view

K2view Data Product Platform gets your data AI-ready: protected, complete, and accessible in a split-second. AI-ready datasets are packaged as products, allowing you to reuse them at scale and across use cases, such as Retrieval-Augmented Generation (RAG), Synthetic Data Generation, Test Data Management, and Cloud Migration.

Our platform supports some of the largest organizations in the world, like BBVA, Hapag-Lloyd, Regions Bank, Sun Life, The Standard, Verizon, and Vodafone.

For all these reasons, and more, Gartner rates us a Visionary – testifying to our ongoing commitment to innovation and value delivery.