Telcos need to deliver on service booster promises to mobile consumers

Author: Nicole McCormick

July 2025

Telcos need to cross-pollinate AI agents and leverage APIs between the OSS and network layer

Summary

When a telco convinces a 5G consumer to invest in a premium service booster but fails to deliver the promised network enhancements—whether faster speeds or reduced latency—they face a damaging monetization scenario. Customers quickly label these underperforming boosters as marketing gimmicks, or worse, experience a fundamental breach of trust with their service provider. This erosion of confidence presents a critical challenge for operators, but the use of multi-agents is helping to resolve the predicament.

Overcoming consumer resistance to service boosters

Telcos face a significant hurdle when approaching customers to spend additional money on service booster packages. Without clear evidence of what the benefit is or its demonstrable value, resistance to these premium offerings can be challenging.

Omdia's best practice tips to help convince consumers to pay for a service booster include:

- **Pre-Purchase Engagement:** For example, implement visual tools like real-time internet quality maps that help customers understand when and where premium connectivity would significantly improve their experience.

- **Active Usage Experience:** Include distinctive phone logos that confirm when boosters are active in real-time.

- **Post-Usage Validation:** Follow through with detailed performance summaries after booster usage, presenting concrete metrics that verify the enhanced service quality customers received.

Despite sophisticated marketing approaches, the fundamental challenge is that telcos must deliver on their network service promises. Market intelligence reveals instances where Quality of Service (QoS) boosters have failed to provide their advertised performance enhancements, potentially undermining consumer confidence in such offerings.

Thai operator AIS is aware of delivering on what it promised. Its Living Network QoS platform includes three boosters: Boost Mobile (for speed), Live Mode (for streaming), and

Game Mode (for gamers). Currently, it is focused on uplink accuracy for Boost Mode and Live Mode; next is cloud gaming where its precision provisioning efforts will focus on the downlink. Specifically, AIS is using multi-agents (see next section) to identify the number of boosters that can be reliably sold in area, such as a park, mall, night market, or university. This includes using three-hour traffic prediction models. Results from its 1H25 trials include an "87% likelihood of meeting the pre-determined 6Mbps uplink acceleration rate," according to Huawei. The vendor also has a concert venue platform example that is commercially available.

Maximizing experience monetization through integrated systems

For effective experience assurance, operators require a fully integrated system that seamlessly connects with existing operational infrastructure to resolve issues through closed-loop processes.

Experience monetization should address three critical elements:

- **Customer-Centric Product Alignment**: Identifying scenarios where customers aren't receiving optimal service experiences tailored to their specific needs.

- **Adaptive Network Optimization:** Including dynamically matching customer requirements with appropriate network resources and capabilities.

- **Proactive Package Evolution:** Developing a diverse portfolio of plan enhancements during peak demand or connectivity constraints.

When the right customer is identified and network conditions are assessed, operators must deliver targeted upsell packages in real-time. This requires automation and multiple AI agents working in concert across the wireless network, including:

- **Translating Business Intent:** Once the OSS platform recognizes the customer's business intent (such as "I want a VIP experience package"), the telco service agent creates an intent API to initiate the enhancement process.

- **Orchestrating Seamless Hand-offs:** The potential upsell opportunity is then processed by a vendor "meta-agent" that assigns the appropriate "sub-agent" to handle the task. For example, directing it to a Wireless Digital Twin System for network analysis.

- **Completing the Closed-Loop:** For example, the sub-agent identifies when a customer is in an area that is or is not able to deliver the requested enhanced latency or speed. This intelligence then flows back to the telco service agent to act upon.

Operators including Vodafone UK, Orange France, AIS, and China Mobile have been using such platforms for network optimization and/or network-based tariffs for consumers.

The AI revolution in consumer monetization

The monetization landscape is transforming with the emergence of 5G-Advanced and 5G Standalone technologies combined with AI. These innovations are starting to unlock ARPU uplift opportunities through improved latency and enhanced speeds—capabilities that remained largely untapped during 5G's initial six years of commercial deployment.

Revenue generation is evolving from universal plans to highly personalized offerings tailored to specific customer personas (gamers, live streamers, social media influencers) and distinct requirements ("I need VIP uplink daily" or "I need premium connectivity exclusively at a sporting venue"). Delivering the right upsell opportunity to the right consumer at the right moment is critical, highlighting the essential partnership between network data analytics and AI. Equally important is identifying which consumer locations can reliably support the promised service experience.

The ultimate risk for operators is committing to service network packages only to oversell boosters in congested areas and fail to deliver on promised performance. This scenario represents an operator's worst nightmare—having consumers dismiss boosters as empty marketing tactics and wasted expenditure.

We urge Tier 1 operators to consider network assurance upsell, as early market indicators show consumer interest in targeted, value-driven offerings. Telcos already pursuing experience-based tariff strategies should continue refining their platforms and processes while leveraging cutting-edge network and AI technologies to ensure customers receive full value from premium services. End-to-end automation and multi-agent collaboration represent the latest advancements, enabling operators to deliver more precise and higher-performing network assurance packages.

Appendix

Further reading

[5G Consumer Monetization Case Study AIS's Living Network](#) (January 2025)

[5G-Advanced Consumer Monetization China Mobile Shanghai goes on the Offensive and Defensive](#) (December 2024)

[Experience-based enhanced mobile data opportunities: New 5G and 5G-A monetization strategies](#) (December 2024)

[5G Tariff Evolution – The Next Revenue Segmentation Stage](#) (November 2024)

Nicole McCormick, Chief Analyst, 5G & Broadband, Pricing & Strategy
askananalyst@omdia.com

Omdia consulting

Omdia is a market-leading data, research, and consulting business focused on helping digital service providers, technology companies, and enterprise decision makers thrive in the connected digital economy. Through our global base of analysts, we offer expert analysis and strategic insight across the IT, telecoms, and media industries.

We create business advantage for our customers by providing actionable insight to support business planning, product development, and go-to-market initiatives.

Our unique combination of authoritative data, market analysis, and vertical industry expertise is designed to empower decision-making, helping our clients profit from new technologies and capitalize on evolving business models.

Omdia is part of Informa TechTarget, a B2B information services business serving the technology, media, and telecoms sector. The Informa group is listed on the London Stock Exchange.

We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Omdia's consulting team may be able to help your company identify future trends and opportunities.

Get in touch

www.omdia.com
askananalyst@omdia.com