


Interview with Arria NLG's Matthew Gould [Read Full Interview >](#)

A New Tool in Telecom's Big Data Toolkit



The next time you call your telecom provider about your bill, will your customer service rep be an AI-enabled software program?

Telecom companies excel at collecting mountains of data—making sense of that data and using it to create business value is where Arria NLG comes in...

"Our NLG platform acts like an expert. The 'wisdom' of a senior engineer is in the Arria NLG Platform—which literally looks at the data and systems like engineers do, and seeks understanding like they do. And while it might take an engineer several hours to get to the root of problem, our system can do it in under a second." — Matthew Gould, Arria NLG

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Arria NLG also aims to help its U.S. telecom client provide more personalized customer service

Arria is currently implementing an **AI-enabled chatbot** that would use information to engage with users in a real-time narrative online, whether the customer wants details about service usage or is shopping for a movie rental. The value here for telecoms lies in the ability to both deepen and expand customer relationships by providing service that is customized to a person's individual needs and interests. The more personalized the customer experience, the more likely a customer is going to move toward a transaction—whether that's purchasing content or a new service.

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