# Internal use cases for generative AI at Proximus Luxembourg

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proximus

# Why Generative AI is reshaping Operational Excellence

From efficiency and reliability to intelligence, augmentation, and adaptability

1. Smarter Decision-Making

2. Automating Routine Tasks

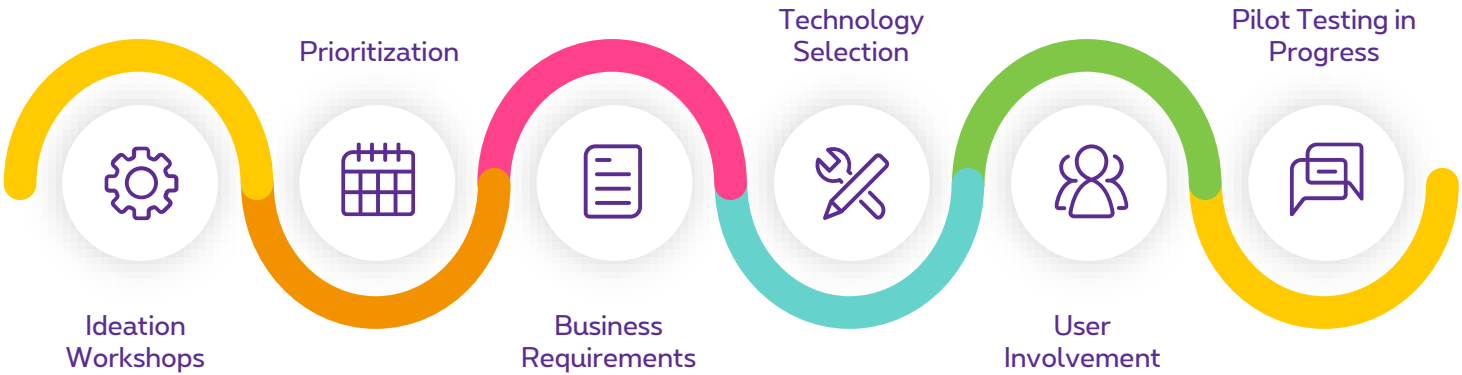
3. Better Resource Allocation

4. Improved Quality Control

*What this means for us: smarter decisions, new ways of working, intelligent assets*

# Our Approach: Pragmatic, Agile, and User-Centric

We didn't start with technology. We started with business value and clarity of use




*Simple, clear, and agile.*

# Challenges We Faced

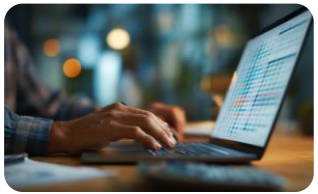
GenAI adoption is not plug-and-play — it comes with real-world challenges

## Data Quality:

AI needs reliable, well-managed data.

## System Integration:

Complex and time-consuming.



## Skill Gaps:

Teams need training and specialized skills.

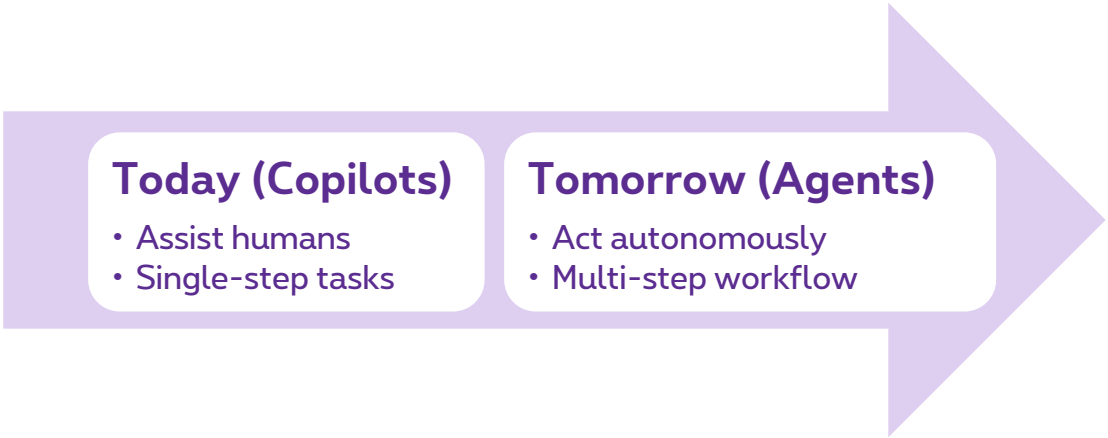
## Ethical Concerns:

Compliance, transparency, and job impact.

Test fast. Learn fast. Govern smart.

# What's Next: Towards Agentic AI

From copilots to agents — autonomous systems capable of handling entire workflows.




**Key Criteria**
- Fully virtual tasks
- Clear success criteria
- Limited context switching

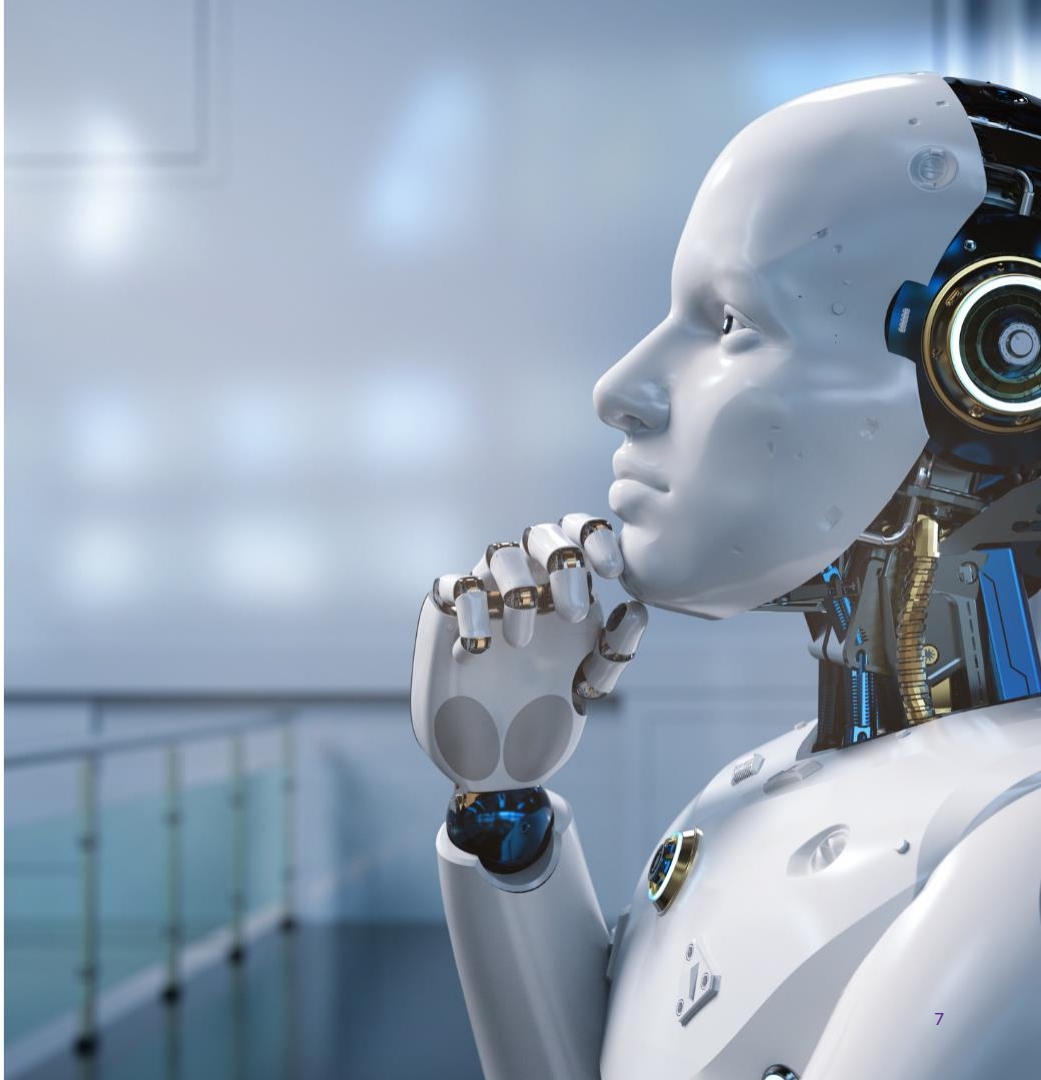
Examples: software development, HR onboarding, legal contract processing.

Agentic AI reshapes roles, ownership, and workflows.

# Use What You Sell: Extending to Our Clients

Our internal adoption of GenAI is preparing us to help our clients do the same — with credibility and experience.

From internal adoption → to client value creation.

# Thank you

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