



CUSTOMER STORIES /



MTN and Genesys partner to redefine customer experience across Africa

MTN transformed its service with the Genesys Cloud™ platform, moving from siloed, reactive support to an AI-powered, customer-first model across channels. The results include faster resolution with predictive routing, a 15% drop in repeat calls, reduced churn and Net Promoter Score leadership in 11 countries.

**15%
decrease**

in repeat calls

**Net
Promoter
Score
leadership**

expanded to 11
countries

**10x
growth**

in messaging
volume

AT A GLANCE

Customer: MTN

Industry: Telecommunications

Location: Africa (15 markets)

CHALLENGES

Complex networks made troubleshooting difficult, Lack of AI capabilities, Lack of insight, Fragmented experiences, Managing high call volume

PRODUCT

Genesys Cloud CX®

CAPABILITIES

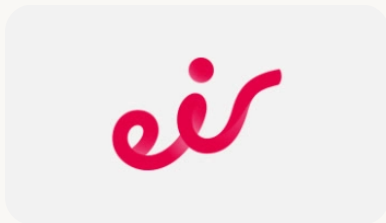
AI and automation, Omnichannel, Predictive routing, Social media and messaging apps, Virtual agents, Workforce engagement management

Shaping the AI future in Africa

MTN, one of Africa's largest telecom operators, partnered with Genesys to transform how it serves over 300 million consumers and 100,000 enterprises across 15 markets. With Genesys Cloud , MTN shifted from siloed, reactive service to a predictive, AI-powered model centered on the customer. Omnichannel journeys across chatbots, email, social, voice and WhatsApp, now deliver seamless, proactive support, while predictive routing and AI insights help resolve issues faster and anticipate customer needs.

The impact for MTN has been significant: repeat calls dropped 15%, churn decreased and its Net Promoter Score leadership expanded to 11 countries. By combining Genesys innovation with MTN local expertise, the partnership is setting a new standard for customer experience across Africa.

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