

Bouygues Telecom



As one of France's leading internet service providers, **Bouygues Telecom** serves millions of households and businesses, with more than 4.2 million fiber customers connected. With customer experience as a top priority, **Bouygues Telecom** relies on contractors to accelerate its rollout and keep pace with the growing demand for fiber services.

To sustain this rapid expansion while maintaining high standards, the company turned to AI-powered quality assurance to overcome key operational challenges.

Bouygues Telecom's challenges

Bouygues Telecom faced persistent quality issues that directly impacted both revenues and customer satisfaction:

- **Limited QA capacity:** Only 5–10% of fiber connections were checked through manual back-office reviews, based on random audits conducted after installations.
- **Unreliable documentation:** Field reporting was inconsistent, leaving the company without accurate records of installations.
- **Penalties from wholesale carriers:** Poor field execution degraded network assets, triggering financial penalties.
- **Customer churn:** Failed or faulty fiber installations frustrated customers and led to higher churn rates.

Results

With Deepomatic Lens, Bouygues Telecom and its contractors now use AI-driven photo analysis to ensure installation quality in real time. Technicians simply capture photos of equipment during last-mile connections (fiber cabinets, distribution points) and service

activations (ONTs and modems) using a standard smartphone. Deepomatic Lens applies advanced image recognition to analyze these photos instantly, flagging anomalies such as unconnected fibers, incorrect color coding, non-compliant cable paths, etc.

- ✓ **Streamlined technician reporting:** Automated photo-based documentation replaces time-consuming manual reporting.
- ✓ **Actionable field data:** Accurate records allow Bouygues to monitor contractor performance and drive continuous improvements.
- ✓ **Reduced revisits and costs:** With fewer defects left unresolved, operating costs decrease while service reliability increases.

“Our priority is the quality of customer experience. With Deepomatic, we can achieve this, even when performing thousands of work orders every day. It enables our personnel in the field to focus on adding higher value.”

- Carmine Muscariello, VP Customer Experience, Operations & Quality, Bouygues Telecom

Why IQGeo

After a successful proof of concept, Bouygues Telecom rolled out **Deepomatic Lens** across its fiber operations because it delivers:

- **High reliability:** With 98% accuracy, the AI consistently detects visible defects, setting a new benchmark for quality assurance.
- **Scalability:** Already analyzing more than 3 million installations, the solution evolves alongside Bouygues' needs, supporting new equipment, tasks, and quality standards.
- **Ease of adoption:** The workflow fits seamlessly into existing technician practices, as photo-taking was already part of their process. AI analysis runs instantly, adding no friction.
- **Field adaptability:** Offline functionality ensures technicians can capture and analyze data in remote areas without connectivity.

By being the **first fiber operator in France to deploy AI computer vision at scale**, Bouygues Telecom has not only improved service quality but also set a precedent for the wider telecom industry.