R&D phase | Development **Expected Commercialization** | FY27-

Mehr Licht!
More Photonics for Intelligence

#B15

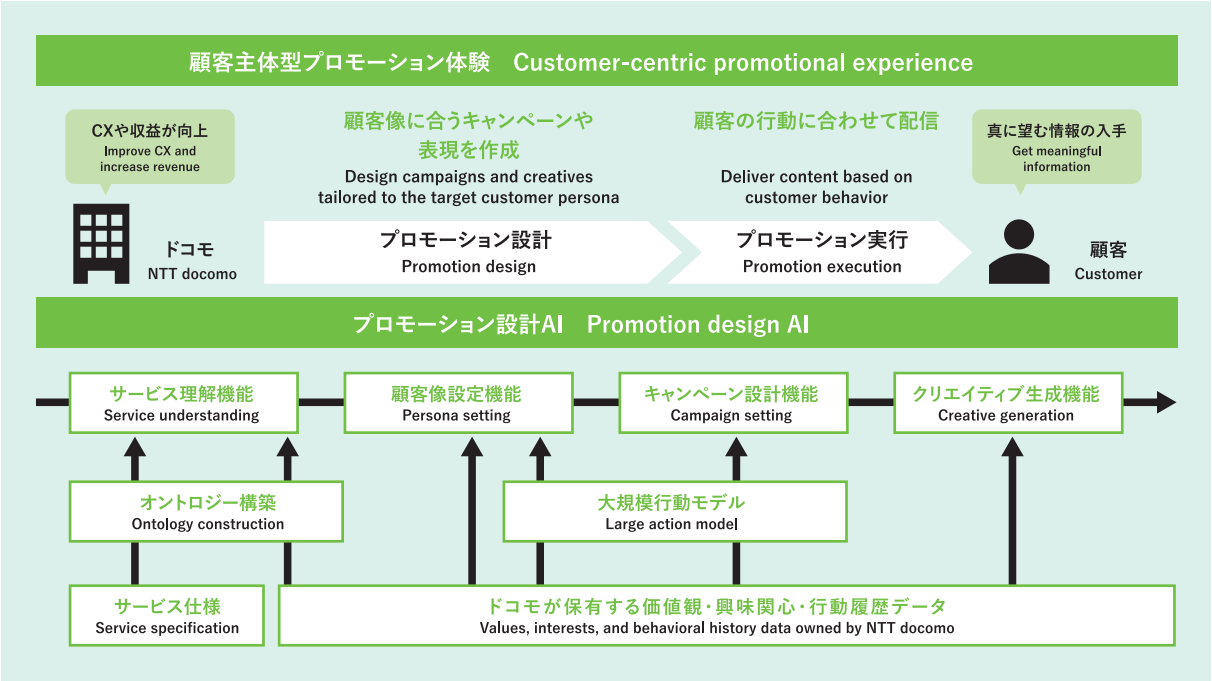
#Customer Experience#Digital & AI Transformation#Operational Efficiency

Customer-Centric Auto-Design Promo AI

Automates promotion design to deliver personalized customer info

Technical Challenges & Goals

Ideal promotions tailor offers to customer interests and behavior and automate varied content creation. Delivery and data-use limits lead to uniform, simultaneous offers that miss customer needs. Challenges are optimizing content and enabling AI to understand services from many sides, including customer value and KPIs.



Key Technologies

Core Technologies

- LAM tech analyzing behavior to predict and prompt next actions via tailored proposals and copy
- Organizing service data into prompts, weights, or layers so AI can correctly understand services

Key Differentiators

- LAM captures continuous behavior to predict customer action sequences, unlike single-action models
- Enabling AI to understand service details automates strategy design, replacing manual work

Use Cases

Sales & Marketing

Across NTT docomo services such as d-Card and d-Barai, AI grasps service context to segment users by behavior and ideal paths. It autonomously designs and delivers tailored offers and copy at the right time to maximize customer experience.

Exhibitors

R&D Innovation Division, NTT DOCOMO, Inc.
NTT Computer and Data Science Laboratories