

Unblocking Revenue: Leveraging AI to solve quote failures with the Totogi Ontology

Background

A quad-play, tier-1 operator in North America serves millions of broadband, TV, mobile, and fixed-line customers and continues to expand—both through organic growth and acquisitions. As part of its strategy to strengthen enterprise services, the operator acquired a company that expanded its offering, but also brought on board additional IT systems and enterprise applications. This expansion introduced fresh operational complexity and created an opportunity to leverage AI for greater efficiency and control.

The Challenge

After acquiring a new business unit, the operator inherited an advanced CPQ environment built on CloudSense and Salesforce. A new functionality—introduced as part of a change request—unexpectedly triggered major disruptions: broken quotes, pricing mismatches, and order errors. Sales deals stalled, and with each failed quote taking hours to repair manually, the backlog grew quickly. The operator faced mounting internal pressure as support tickets piled up and revenue—estimated at close to \$300,000—remained blocked, and contracted orders could not be configured and delivered. IT teams and its vendors were under intense scrutiny to restore order, and the operator urgently needed a fast, reliable way to clear the backlog and get sales flowing again.

The Business Pain Points

- Revenue Blocked: ~ **\$300,000** stuck in limbo
- Manual Repairs: **Hours** to fix each broken quote
- Sales Impact: **Delayed** deals, frustrated reps
- IT Overload: **Mounting support** tickets, urgent fixes required

The Solution

Facing mounting business pressure, the operator approached Totogi to explore how AI could resolve the growing backlog and restore sales momentum. Totogi proposed leveraging its telco-specific ontology—a layer that operates on top of any existing BSS systems, including CloudSense CPQ and Salesforce CRM, without requiring invasive changes.

The Totogi Ontology is an AI-generated data layer that maps business processes to create a digital twin of the operator's environment, along with AI agents that can tackle a wide range of operational challenges. For this project, a specialized AI agent was built to address the immediate pain point: broken quotes.

For this project, a specialized AI agent was built to address the immediate pain point: broken quotes. Using advanced scanning (OCR), intelligent parsing, and process automation, the Totogi Ontology extracted data from documents (such as DocuSign agreements), detected discrepancies, and generated precise corrections. The agent then validated and wrote the fixes directly back into CloudSense.

In just 7 days, Totogi's AI agent was live—and in under 24 hours, it wiped out the backlog that had crippled sales for weeks—work that had previously taken days of manual effort. The solution continued to scale, handling new waves of incoming tickets in record time and reducing fix times from hours to under 30 minutes per case.

This rapid deployment not only unblocked critical revenue but also alleviated pressure on IT, proving the transformative power of AI-driven automation in telco environments.

Benefits and Outcomes

The Totogi Ontology delivered immediate results. By automating the detection and correction of broken quotes, the AI agent not only accelerated the order process but also reduced dependency on manual intervention—freeing IT and sales teams to focus on higher-value work. The solution created a reusable AI framework that can be expanded to address additional pain points across the operator's environment.

Key improvements included:

Before	After
5+ hours to manually repair each broken quote	Less than 30 minutes per case
Close to \$300,000 in booked orders that could not be delivered	Revenue flow restored
Growing backlog and mounting support tickets	No backlog
High pressure on IT and vendors to deliver fixes	AI agent alleviated pressure and restored confidence
No AI-driven automation framework in place	Telecom ontology for delivering future use cases

With Totogi, the operator not only solved an immediate crisis but also laid the groundwork for scalable, AI-driven innovation across its operations.

The Totogi Ontology simplifies telecom operations by removing integration complexity and enabling seamless interoperability. Unlike others, it uses an AI-driven layer to abstract business logic, modernizing legacy systems without expensive overhauls. Built on TM Forum standards, the telco-specific ontology automates decisions in real time, eliminates vendor lock-in, and unlocks siloed data to create agile, future-ready systems.

Ready to unlock the power of AI in your telco workflows?

Talk to Totogi about how the **ontology** can accelerate your business.