



FROM PILOT TO OPERATIONAL REALITY

Why conversational AI's time has come

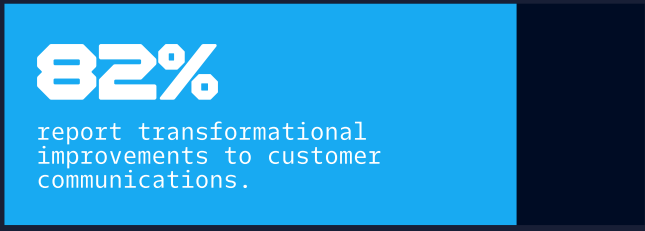
We surveyed 985 mobile industry professionals at MWC 2026, including 115 respondents from APAC, to get their views on conversational AI. Here's what you need to know.



Conversational AI is now mainstream

Nearly 6 in 10 organisations are already actively using conversational AI, with another 24% piloting or planning deployments.

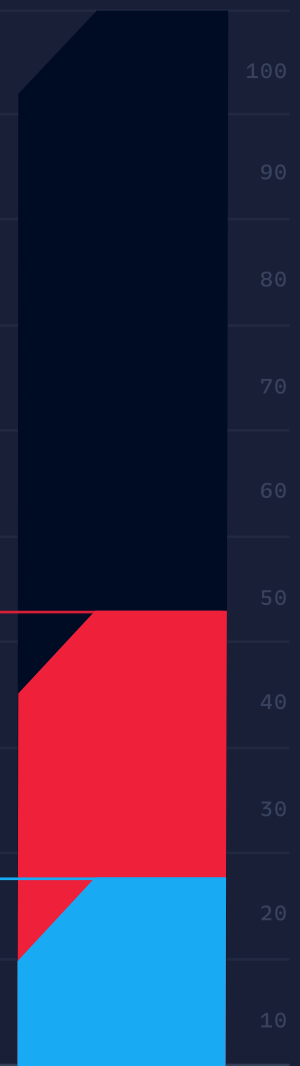
Among active users:



Experience builds confidence

Trust in AI governance is significantly higher among organisations already using conversational AI, compared to those that have not yet adopted it.

Active users are nearly **twice** as confident in AI governance and data protection



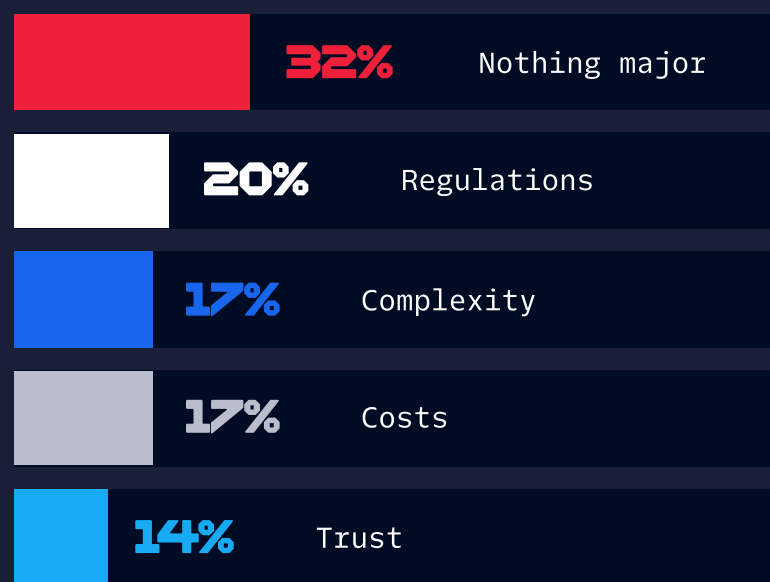
The future is autonomous

As AI-driven interactions grow, the brands that build AI infrastructure, governance, and integration now will lead. Those who wait will be playing catch-up.



expect at least a quarter of customer journeys to be handled by autonomous AI within the next 12 months.

Top barriers to adoption



Operational and resource concerns are the main barriers to adoption, not fear. 31% of non-users don't have major concerns about it at all.

