

# Optimum and Google Cloud Collaborate to Transform Optimum's Customer Experience with AI Innovation

AI-powered tools to build on Optimum's +26 net promoter score (NPS) increase over the past two years

**LONG ISLAND CITY, N.Y. and SUNNYVALE, Calif. – May 6, 2025** –Today, Optimum and Google Cloud announced an expanded collaboration to build an intelligent and personalized customer experience across web interactions, mobile apps, call centers, and in-person kiosks. Optimum will use Google Cloud's generative AI (gen AI) technology – including Google's Customer Engagement Suite, Vertex AI platform and Gemini models – to improve customer service and ultimately build stronger, more personal relationships with customers. This multi-year agreement marks a significant step in Optimum's commitment to providing cutting-edge, AI-driven solutions that enhance customer interactions and satisfaction.

Optimum is building human-centered tools with Google Cloud's gen AI technology and Optimum's virtual AI agent, AVA, that will function as an intelligent AI partner for customer service representatives, delivering optimal guidance and relevant offers. These tools are already helping deliver faster resolution times, handling more than 50 percent of customer inquiries today. These new tools are expected to improve customer interactions and make the job easier for employees by:

- **Providing helpful and personalized support:** Google Cloud's gen AI will help Optimum anticipate customer needs by automatically creating and updating an intelligent knowledge base. This will give customer service representatives contextually relevant insights in real-time, so they can provide customers with useful answers even before they ask.
- **Making interactions more understanding:** With real-time AI-powered sentiment analysis, Optimum can ensure that customer interactions with AI agents are empathetic, understanding, and responding correctly to how customers are feeling.
- **Creating seamless experiences across all channels:** Customers will be able to start a conversation on one channel (like a website, messaging app, or social media) and continue it on another – even days later. AI will suggest the best next steps to ensure a smooth and consistent experience.
- **Using AI-driven insights to enhance service quality and gain deeper customer understanding:** AI will identify opportunities for service improvement and better customer interactions, leading to higher satisfaction. This will provide Optimum with valuable insights into customer behavior and the performance of both human and AI agents, enabling targeted service enhancements.

"Optimum is committed to delivering the best possible experience for our customers, and our expanded and deepened partnership with Google Cloud is a testament to that mission," said Keith Bowen, president of News, Programming, and Business Services, Optimum. "By leveraging Google Cloud's AI technology, we are not only improving efficiency but also fostering deeper, more meaningful customer relationships, while simplifying how our teammates serve our customers. We're excited about where this partnership can take us in our journey to be the connectivity provider of choice for consumers and businesses in every community that we serve."

"Customer service is one of the most critical differentiators for telecommunications companies today," said Oliver Parker, vice president, Global Generative AI GTM, Google Cloud. "By using our AI-powered solutions, Optimum is ensuring that its customers receive the support they need, when and where they need it, making interactions more intuitive, and ultimately, more satisfying. We're pleased to help Optimum continue to build upon its incredible customer experience."

Added Optimum's Chief Customer Experience Officer, Shu Roy, "Over the last two years, Optimum has significantly improved the customer experience by strengthening the quality of our networks, products, and support solutions, leading to best-in-class net promoter scores and decreasing churn. As we continue on our transformation journey, we believe that with Google Cloud's AI-driven solutions, we will fast track even more improvements in customer satisfaction and overall experience to drive business growth."

Optimum is currently undergoing a major transformation journey, with a mission to be the connectivity provider of choice in its 21-state footprint. Over two years ago, the company's customer experience faced several technological challenges to deliver the best customer services, which often led to slow response times and limitations in addressing customer needs in a timely fashion. Optimum has made significant strides since then, including a 26-point increase in its net promoter score over the past two years. Now with Google Cloud's AI-driven solutions, the company believes it can fast track more measurable improvements in its customer satisfaction and overall experience.

## About Optimum

Optimum is a brand of Altice USA, one of the largest broadband communications and video services providers in the United

States, delivering broadband, video, mobile, proprietary content and advertising services to approximately 4.6 million residential and business customers across 21 states. The company operates Optimum Media, an advanced advertising and data business, which provides audience-based, multiscreen advertising solutions to local, regional and national businesses and advertising clients. Altice USA also offers hyper-local through its News 12 Networks.

#### **About Google Cloud**

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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