A Comprehensive Look at AI's Critical Roles in Transformation

探討 AI 在轉型中的關鍵角色

Interviewed by: Mr. Danny Li | 採訪者：李友忠先生

Mr. Kenny Koo
古星輝先生

Executive Director and Chief Executive Officer
Hutchison Telecommunications Hong Kong Holdings Limited
執行董事及行政總裁
和記電訊香港控股有限公司

Hutchison Telecommunications (Hong Kong) Limited (HTHK) is harnessing artificial intelligence (AI) to streamline operations, enhance customer experience, and drive growth in today's rapidly evolving digital landscape. Mr Kenny Koo, Executive Director and CEO of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH), shares his insights on the company's use of AI in the telecoms industry.

Transforming Applications Through AI

At HTHK, AI solutions are being deployed in daily operations to increase efficiency and add value, while driving sustainable network development.

In early 2024, HTHK deployed an AI energy saving solution at base stations in Hong Kong. The new solution plays a prominent role to help improve overall network performance and customer experience by analysing network usage patterns in near real-time. It enables better planning for capacity expansion and allows the network to automatically switch to a smart energy-saving mode during low-traffic periods, reducing carbon footprint.

"We have incorporated sustainable development and climate change concerns into our operations. By adopting the advanced AI energy-saving solution to regulate power consumption of our network, along with efficient antenna components, we aim to significantly reduce energy consumption of our 5G network, achieve energy savings and carbon reduction, while maintaining superior customer experience," said Koo.

In addition, AI algorithms can identify potential cybersecurity threats by flagging abnormal patterns, preventing security incidents and data breaches.

HTHK has also integrated AI into marketing to help increase customer retention by analysing and understanding customer data usage and patterns, thereby suggesting personalised plans based on their choices.

HTHK, a leading 5G business solution provider, also helps enterprises with the implementation of AI solutions, such as the 5G Smart Robotic Solution which includes a smart robot and a set of AI cloud systems.

"AI plays an integral part of robotics across various industries. AI-powered robots can analyse a confined cable tunnel of a power company through sensory feedback and data collection, or be used in video analytics in smart car parks. They can also be used in retail, for example, to analyse customer enquiries and search useful information to give instant response in corresponding language, or help ease labour shortages in restaurants," added Koo.

Making AI Work for Us

While AI undoubtedly has enormous application potential, more emphasis needs to be focused on how to control the proper use of AI models. The risks and responsibilities associated with the use of AI is one of them.

The data given to an AI model is entered by humans. Disinformation results when someone has deliberately tried to mislead AI and abuse its use. Data protection laws are therefore needed to cover the use of AI, such as whether it is a personal responsibility to enter correct data into an AI model and what control is required. The deployment of AI in customer service is a good example. If an AI model answers a question incorrectly, does that responsibility lie in the AI developer of the AI model or the company using the AI model?

和記電訊(香港)有限公司(「和記電訊香港」)採用人工智能(AI)精簡營運、提升客戶體驗,以及於現今瞬息萬變的數碼領域帶動增長。和記電訊香港控股有限公司執行董事及行政總裁古星輝先生,於本文分享該公司在電訊業使用AI的經驗。

AI 革新應用

和記電訊香港於日常營運中採用 AI 方案,以提升效率及價值,同時推動可持續的網絡發展。

於 2024 年初,和記電訊香港在不同基站採用嶄新的 AI 節能解決方案,提供接近實時的網絡使用情況分析,於提升整體網絡表現和客戶體驗擔當著重要角色。有關方案助和記電訊香港拓展和規劃網絡容量,讓網絡在低流量時段自動切換至智慧節能模式,減少二氧化碳足跡。

古先生表示:「我們已將對可持續發展和氣候變化的關注融入業務營運。透過採用先進的 AI 節能方案調節網絡電力使用量,並配合高效能的天線組件,冀能顯著減少 5G 網絡的耗電量,達致節能減碳,同時亦確保客戶盡享優質體驗。」

此外,AI 演算法可以透過標示網絡異常情況以識別潛在的網絡安全威脅,防止安全事故和資料外洩。

和記電訊香港亦將 AI 整合至市場推廣中,透過分析和瞭解客戶數據用量和使用模式,並根據客戶的選擇設計個人化的服務計劃,有助留住客戶。

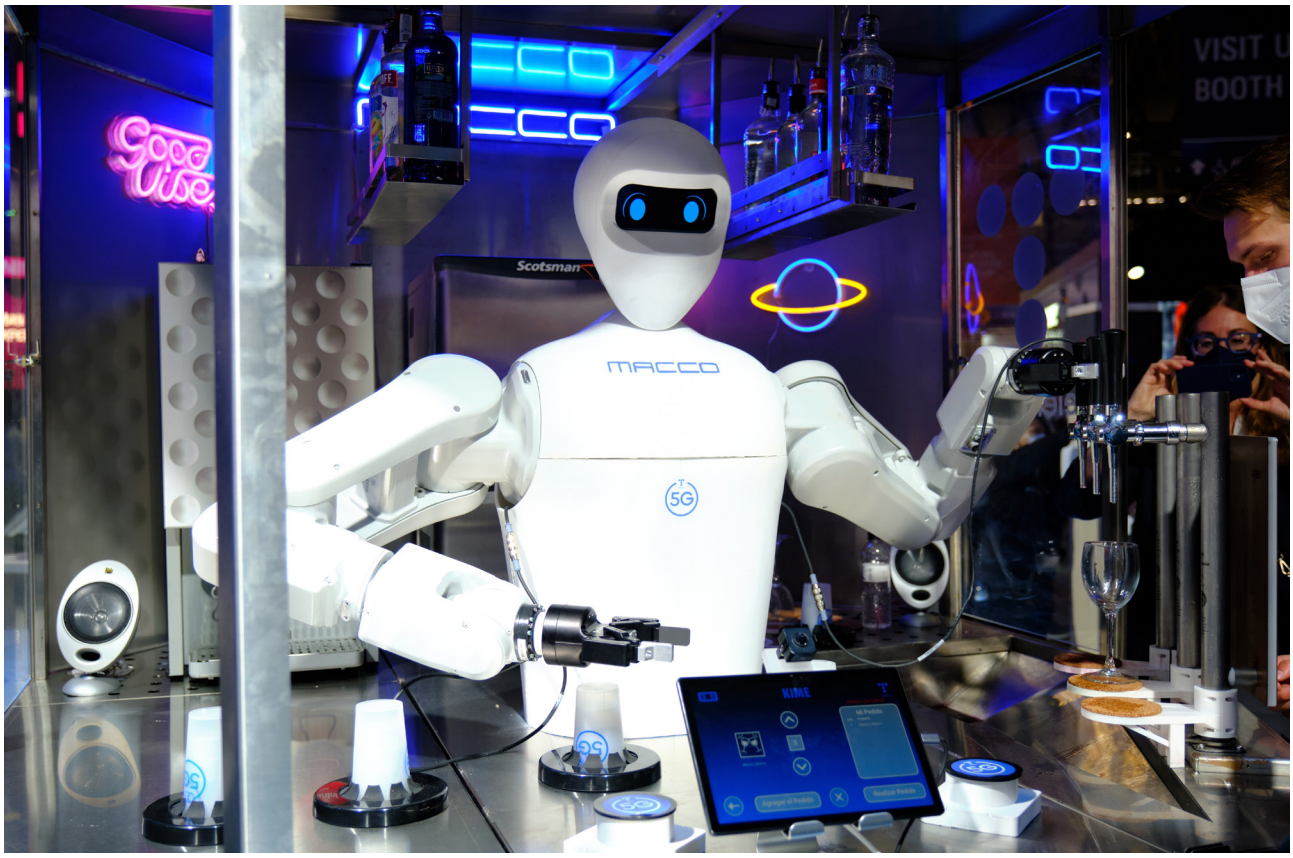
作為領先的 5G 商業解決方案供應商,和記電訊香港致力幫助企業應用 AI 解決方案,例如包括智慧機械人和 AI 雲端系統在內的 5G 智慧機械人方案。

古先生補充說:「AI 在應用機械人於各行業上,是不可或缺的一部份。由 AI 驅動的機械人可以透過感官反應和收集數據,監測電力公司的密閉電纜隧道,或用於智慧停車場的視像分析。AI 亦可應用於零售業,例如分析客戶查詢並搜尋有用資訊,再以相應語言即時回應,或有助紓緩餐廳員工短缺的問題。」

讓 AI 為大家服務

AI 無疑擁有龐大的應用潛力,然而如何正確使用 AI 亦值得關注,使用 AI 的相關風險和責任就是其中一環。

人類為 AI 模型提供數據,當有人試圖故意誤導 AI 及濫用時,便會產生虛假資訊。因此,保護數據的相關法律應要涵蓋 AI 的使用,例如於 AI 模型輸入正確數據是否用戶的個人責任,需要配合甚麼風險管理?AI 在客戶服務中的應用便是一個好例子。若 AI 模型在回答問題時給予不正確的答案,責任落在開發 AI 模型的公司,還是使用 AI 的公司身上?



The workplace will not be the same again as AI solutions are revolutionising workplace dynamics by automating routine tasks while allowing individuals to focus on more strategic tasks.
AI 方案透過將日常工作自動化，改變工作環境，讓員工更能專注於策略性的任務。

The use of AI also comes with data privacy concerns and cybersecurity risks. When a public AI model is trained or used, the inputting of private information is likely to be put on the internet and disseminated. Regulations are required to protect the ethical uses of data collected and stored in both generic and domain-specific AI models.

使用 AI 亦牽涉數據隱私和網絡安全風險問題，訓練或使用公共 AI 模型時所輸入的個人資料，有機會於互聯網上公開及傳播。因此，有需要制定相關法規以保障在一般大數據和專門數據 AI 模型中所收集和儲存的數據，在合乎道德的情況下使用。

Koo believes that it can also be a challenge for employees to learn master the use of AI. It is important for them to embrace the change and make AI work for them rather than worry that they will be replaced.

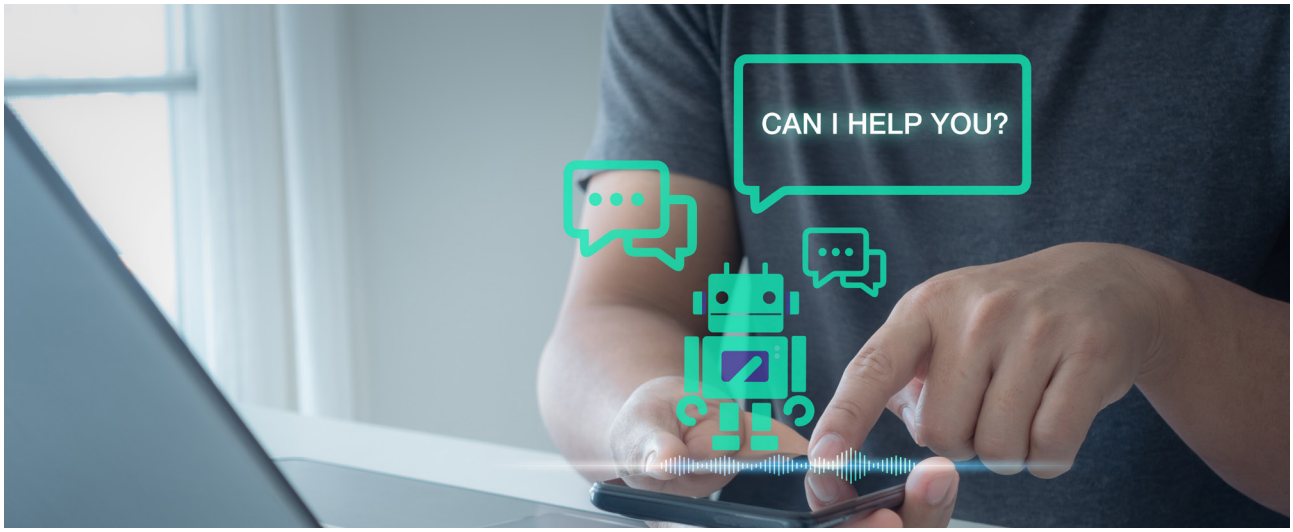
古先生相信，學習掌握如何使用 AI，對員工來說或會是一項挑戰，但最重要的是他們能迎難而上，學會讓 AI 為他們服務，而非擔心自己會被取代。

"AI solutions are gradually transforming conventional working modes. The workplace will not be the same again as AI is revolutionising workplace dynamics by automating routine tasks while allowing individuals to focus on more strategic tasks such as optimising data utilisation and obtaining deeper insights.

古先生指：「AI方案正逐漸革新傳統的工作模式，透過將日常工作自動化，AI 改變工作環境，讓員工更能專注於策略性的任務，如將數據用途發揮極致和獲取更深入的見解，工作場所從此變得不一樣。」

To boost operational efficiency and accelerate corporate growth, companies have to equip employees with the skills and knowledge related to AI by arranging training and workshops. Setting up data science departments may also help with the proper uses of AI in a business and to monitor its risks," he said.

他續指：「企業須為員工安排培訓及工作坊，讓他們掌握 AI 相關的技能和知識，以提升運營效率並加速企業增長。此外，設立數據科學部門亦可有助業務正確使用 AI 及監控風險。」



Adding AI chatbot functions to a customer service system helps provide improved answers to customer enquiries by improving machine learning.
加設 AI 的聊天機械人，透過機械學習提高回應客戶的質素。

Going Forward

With the AI transformation of smartphones and digital devices, Koo believes that computing power will soon become the focus of market competitions rather than about the device hardware itself as AI solutions predominantly operate on cloud-based platforms.

He also believes that the development of AI will mostly focus on generic AI models and domain-specific AI models.

"It is unlikely to have one data model that encompasses all the knowledge available in the world. But we can identify the most pressing pain points in a specific industry or a particular field through bespoke data models," he said.

Industry-specific use cases associated with AI include telecommunications, self-driving, healthcare, energy, financial services, manufacturing and even education.

Tips for Corporates Using AI

First and foremost, corporates must set clear goals of using AI. They should handle and store their company data properly, centralising it to power AI models for deeper insights. Corporates must also be mindful of the use of AI models and understand the regulations and legislation governing the use and development of AI.

The key to survival is adaptation. HTHK's embrace of AI has been a transformative journey, marked by increased operational efficiency, enhanced customer experiences and a commitment to sustainability.

By aligning their AI strategy with clear goals, empowering their workforce and addressing the legal and ethical considerations, the company is paving the way for a future where AI and human collaboration is the cornerstone of success in the rapidly evolving telecoms industry.

展望將來

古先生指出，隨著智能手機和數碼裝置的 AI 轉型，由於 AI 方案主要在以雲端為基礎的平台上運作，相信市場競爭將很快集中在裝置的運算能力，而非硬件裝置本身。

他又表示，AI 的發展將主要集中在一般大數據模型和專用數據模型上。

古先生續指：「雖然很難有一種數據模型可涵蓋世界上所有知識，但我們可以透過制定專用數據模型，識別特定行業或領域中最迫切的痛點。」

特定行業的 AI 使用例子包括：電訊、自動駕駛、醫療保健、能源、金融服務、製造業及教育。

使用 AI 的建議

首先，企業必須為使用 AI 定立清晰的目標，妥善處理和儲存公司數據，集中數據讓 AI 模型作更深入剖析。企業亦須注意 AI 模型的使用，以及了解監管使用和發展 AI 的法規和法例。

適應環境往往是生存的關鍵在所，和記電訊香港的 AI 變革之旅，標誌著營運效率及客戶體驗的提升，以及對可持續發展的承諾。

電訊業不斷演變，該公司透過統一 AI 發展策略與明確目標，賦予員工使用權力，並應對法律和道德方面的考量，為以 AI 和人類協作為基石的未來，創造有利條件。