



Consumer Cellular Has Always Been About the Conversation. AI Made It a Better One.

Consumer Cellular is a thirty-year-old U.S. mobile network operator serving about 4.5 million subscribers, with a customer base centered in the 50-and-older demographic and a 100% U.S.-based agent workforce. The company built its brand on one enduring proposition: real people answer the phone and conversations matter.

As AI entered the contact center space, Consumer Cellular made a deliberate choice to invest in capabilities that would strengthen what they already did well rather than replace it. Leveraging their existing NICE CXone platform, they deployed NICE Copilot for Agents with Automated Summary as the centerpiece capability.

The core problem being solved was straightforward. Agents were being asked to listen, solve, and document simultaneously. That split attention cost the customer. Automated Summary removed post-call documentation from the agent’s workload entirely. The system listens, captures, and produces a structured call record. The agent reviews and moves on. What that unlocks is full agent presence during the live conversation.

The results compound in ways that don’t always show up in a single metric. Call records are consistent and readable for the next agent who picks up a returning customer. Multi-touchpoint interactions hand off without losing context. Most telling, a workforce that approached AI with the typical apprehension has become advocates. The frontline now pulls toward the capability rather than pushing against it.

For Consumer Cellular, that cultural shift is the strategic signal. A company competing on human-centered service now has its frontline actively invested in the AI supporting them.

The roadmap ahead continues asking the same organizing question: what makes the customer relationship even better? The thirty-year proposition stays intact. AI is simply the work that makes it stronger.

30 years

Of human-first customer service



~4.5 million

subscribers, concentrated on the 50-and-older customer base



100%

U.S.-based agent workforce



Customer profile

About
Consumer Cellular, Incorporated is a U.S. mobile network operator serving approximately 4.5 million subscribers, with a customer base concentrated in the 50-and-older demographic and a contact center staffed entirely by U.S.-based agents. Thirty years in business on a single, durable proposition: real people answer the phone.

- Industry**
Communications

Region
Americas

Size
Enterprise

Website
consumercellular.com

Products

 - NICE CXone
 - NICE Copilot for Agents (with Automated Summary)
- Goals**

 - Make every customer conversation a better one as the business grew
 - Use AI to free agents to be fully present with the customer on the line
 - Strengthen the customer relationship that has defined Consumer Cellular for thirty years



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We're kind of the pit crew. More specifically, we're the tires. They're the only part of the car that's touching the track. And it's like that with customers.

Adam Davids

VP of Contact Center Operations, Consumer Cellular

01 Before

A brand whose work has always been the conversation

Consumer Cellular has built its customer service operation around one proposition for thirty years. Conversations matter. Agents hired for the ability to listen and solve a problem. A contact center staffed entirely by U.S.-based colleagues, supported by U.S.-based partners. For a brand whose target customer is fifty and older and whose product is mobile service for people who value being treated like a human being, the conversation is not one part of the customer experience. The conversation is the customer experience.

Adam Davids, VP of Contact Center Operations at Consumer Cellular, has lived inside that proposition for almost three decades. He started as a customer service representative in 1998, spent his early years on the phones, and now runs Consumer Cellular's contact center operation. His read on what customer service actually requires has not changed in all that time.

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You hire people that care about helping people, you try to give them the resources, and then you try to get out of the way. The simpler you can make the interaction between that agent and that customer, the better the customer experience is going to be and the better the employee experience is going to be.

Adam Davids

VP of Contact Center Operations, Consumer Cellular

Consumer Cellular’s ambition has always been to make every conversation a customer has with the brand a memorable one for the right reasons. As the business grew, the team kept asking the same question: what would make the conversation even better? Where could the customer be more fully heard? Where could the agent be more fully present? The AI moment arrived as an opportunity to answer those questions in new ways.

02 Opportunity to Change

Making the conversation even better

AI created new possibilities for what a customer conversation could be. For Consumer Cellular, the question that mattered was specific. How could AI make the conversation Consumer Cellular had built its brand on even better? How could the agent be more fully present with the customer? How could the customer feel more fully heard?

Consumer Cellular’s leadership team approached the AI moment as an investment in what the brand already did well. The work an agent does on a customer call requires presence. The customer is on the line. The problem needs solving. The record of the call needs to exist. AI could absorb the operational work that competed for the agent’s attention, so the agent’s attention could go where it mattered most: with the customer.

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We’re kind of the pit crew. More specifically, we’re the tires. Which isn’t really the most exciting part. But if you think about a race car, they’re the only part of the car that’s touching the track. And it’s like that with customers.

Adam Davids

VP of Contact Center Operations, Consumer Cellular

That framing carries the posture the program was built on. Marketing sets the message. Executives set the course. The conversation between the agent and the customer is where the brand shows up. Any investment in AI had to make that conversation a better one.

03 NiCE solution

Documentation that does itself, so the agent can be where the customer is

Consumer Cellular was already running on the NiCE platform when the decision to deploy AI was made. The path forward was direct. NiCE Copilot for Agents, with Automated Summary as the headline capability, became the vehicle for the work. The capability was selected for what it did inside the conversation: free the agent’s attention so the customer could be the focus of every moment on the line.

What Automated Summary does inside the customer call is straightforward and powerful. The capability listens, captures what needs to be documented, and produces a structured record attached to the account. The agent reviews, confirms, and moves on. What changes is what the agent is no longer being asked to do at the same time as everything else. The mental burden of capturing the call while also conducting the call moves off the agent’s plate. The agent gets to be present with the customer in a way the prior workflow could not allow.

The rollout was paced by the people who would be using the tool. Consumer Cellular’s frontline shaped what the capability felt like in their hands, and the deployment moved at the cadence agent adoption supported. The relationship with NiCE through that work was collaborative rather than transactional. When the tool needed to behave differently to land with the agents, it was adjusted, and the next test followed.

04 Results

The standard held. The people who serve the customer got better at it

The most important result for a company whose brand depends on the quality of customer conversations is the result that does not show up as a metric. The customer relationship is stronger than it was. The agent on the other end of every call is more present than the workflow used to allow them to be, because they are no longer being asked to listen, solve, and document simultaneously. The conversation gets the agent's full attention.

The downstream effects compound quietly. When the next agent picks up a returning customer's call, the record of the prior interaction is consistent and readable. When a customer's situation requires multiple touchpoints, the operation hands the customer between people without losing the thread. None of that is a headline. All of it is what a customer notices when they call back.

The cultural signal is the one the leadership team has watched most closely. A workforce that arrived at AI deployment with the usual apprehension has, over the course of the rollout, become advocates. The frontline now asks for the capability rather than guarding against it. For a company competing on human customer service, the fact that the people delivering that service are pulling on the AI rather than pushing it away is a strategic asset.

05 Future

Investing in every moment of the customer relationship

Consumer Cellular's roadmap continues to ask the same question that organized the work to date. What would make the customer's relationship with the brand even better? Some answers point at capabilities that strengthen the agent inside the live conversation. Others point at moments before a conversation begins or after one ends, where AI can extend the brand's reach in service of the customer. The work to come applies to all of them.



The leading thought is if it doesn't help our employees help customers better, then it doesn't work for us.

Adam Davids

VP of Contact Center Operations, Consumer Cellular

The thirty-year proposition Consumer Cellular has run its operation on is the same proposition that organizes everything the company is building on top of it. Conversations matter. AI is the work that makes those conversations better – the ones agents handle in real time, and the ones AI can take on directly when that serves the customer best. The investments that come next are sized against that ambition. The brand keeps growing into itself.



If your strategy is to empower that frontline, communicate continuously and ask for feedback from the people this is really going to impact.

Adam Davids

VP of Contact Center Operations, Consumer Cellular

About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE's platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

www.nice.com

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