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Tarifica names Free 'Le Chat Pro' offer as CV of the month

French telecom operator Free has been recognised for offering "Le Chat Pro", a premium AI assistant available to customers free for a year. It is a unique move in the telecoms industry, highlighting the importance of artificial intelligence in improving customer experience.

Free, one of the leading mobile providers in France, was recognized for its innovative initiative of offering customers a free subscription to "Le Chat Pro", an advanced AI assistant from Mistral AI. This subscription, which costs 17.99 euros per month, is available to users for a whole year without any costs.

This approach sets Free apart from other operators that are also implementing AI technologies but rarely offer paid services as part of mobile tariffs. According to experts, this solution not only increases operational efficiency, but also adds significant value to customers.

"Le Chat Pro" provides users with enhanced interaction capabilities beyond the usual chatbots and automated services. The offering reflects a broader trend among telecoms companies looking to integrate digital services into their pricing plans.

In a rapidly changing market, adding innovative solutions such as AI services is becoming an important strategy for customer retention and brand building. Operators that successfully integrate AI into their offerings will be better able to meet changing consumer expectations and stand out from the competition.

The Free initiative thus highlights the growing importance of artificial intelligence in the telecommunications sector. In the future, companies that can effectively use AI technologies will have a clear advantage in the market.

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