



ITU REGIONAL DEVELOPMENT FORUM FOR AMERICAS (RDF-AMS 26)

**Universal, meaningful, and affordable connectivity for
an inclusive and sustainable digital future**

16 and 17 June 2026 | Cartagena de Indias, Colombia

<http://itu.int/go/RDF-AMS-26>

CONTRIBUTION FORM

This form is intended to collect inputs from stakeholders contributing to the implementation of the Baku Action Plan and the ITU Regional Initiatives for Americas (2026-2029).

ORGANIZATION: [TIGO Colombia]

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TITLE: [Sand Box ConTIGO Digital + IA]

DESCRIPTION OF ACTION: [Provide a brief description up to 500 words]

This project was a election in the 2025

The Project was the only one chosen in 2025 within the calls made by the Colombian regulator for regulatory sandboxes. <https://www.crcm.gov.co/es/micrositios/sandbox-regulatorio/convocatoria-vigente>

The project aims to assess the impact of implementing a conversational artificial intelligence solution as a replacement for the traditional "IVR" menu on the telephone customer service line. It seeks to determine whether this solution reduces average navigation times compared to the conventional model, while analyzing the level of accuracy in routing users to agents, as well as the level of effort perceived by users when using this type of technology. The purpose is to provide technical evidence to support the regulatory development of the use of AI technologies in customer service.

The Sandbox will generate evidence on key performance indicators, such as navigation time for calls that end with an agent, containment, first-contact resolution, customer effort, ease of use, and accuracy in transfers to specialized agents. By testing the solution in a supervised environment, the initiative facilitates public-private collaboration between the service provider and the regulator, allowing innovation to be evaluated before adopting a permanent regulatory adjustment.

The action contributes to digital transformation by promoting the responsible use of emerging technologies, improving user interaction with telecommunications services, and supporting evidence-based regulation. Its results will help determine whether the current obligation to use

a traditional IVR as the first point of contact can be modernized to enable conversational AI solutions that are more intuitive, efficient, and user-centered.

In this sense, the Sandbox supports innovative digital ecosystems, the adoption of emerging technologies, and the development of enabling regulatory frameworks for sustainable digital transformation.

COUNTRIES in FOCUS: [Name countries to be impacted by this action]

Colombia -----

YEARS of IMPLEMENTATION: [Tick the relevant boxes or delete the irrelevant items]

- ☒ 2026
- ☒ 2027
- ☐ 2028
- ☐ 2029

RELEVANT ITU REGIONAL INITIATIVE: [Tick the relevant boxes or delete the irrelevant items]

- ☐ AMS1: Facilitating resilient infrastructure to enable deployment of universal and meaningful connectivity
- ☒ AMS2: Digital inclusion, digital skills/competencies
- ☒ AMS3: Support for innovative digital ecosystems and the adoption and use of emerging technologies
- ☐ AMS4: Promoting cyber resilience and capacity building in cybersecurity and cyber resilience
- ☒ AMS5: Governance and enabling regulatory frameworks for sustainable digital transformation

Please find more information on the ITU Regional Initiatives 2026-2029, as defined by WTDC-25, [here](#).

RELATED ITU-D PRIORITIES AS DEFINED BY THE ITU WORLD TELECOMMUNICATION DEVELOPMENT CONFERENCE 2025

- ☐ Affordable connectivity
- ☒ Digital Transformation
- ☒ Enabling policy and regulatory environment
- ☐ Resource mobilization and international cooperation
- ☒ Inclusive and secure telecommunications/ICTs for sustainable development

Please find more information on the ITU-D Priorities, as defined by WTDC-25, [here](#).

RELATED PARTNERS2CONNECT FOCUS AREAS

- ☐ Focus Area 1 - ACCESS: Connecting people everywhere
- ☒ Focus Area 2 - ADOPTION: Empowering communities
- ☒ Focus Area 3 - VALUE CREATION: Building digital ecosystems
- ☒ Focus Area 4 - ACCELERATE: Incentivizing investments

Please find more information on the Partner2Connect Focus Areas Action Framework [here](#).

RELATED WSIS ACTION LINE: [Tick the relevant boxes or delete the irrelevant items]

- ☒ C1: The role of governments and all stakeholders in the promotion of ICTs for development

- ☐ C2: Information and communication infrastructure
- ☒ C3: Access to information and knowledge
- ☐ C4: Capacity building
- ☒ C5: Building confidence and security in the use of ICTs
- ☒ C6: Enabling environment
- ☒ C7: ICT applications
- ☒ C8: Cultural diversity and identity, linguistic diversity and local content
- ☐ C9: Media
- ☒ C10: Ethical dimensions the Information Society
- ☐ C11: International and regional cooperation

RELATED GLOBAL DIGITAL COMPACT: [Tick the relevant boxes or delete the irrelevant items]

- ☒ 1: Close all digital divides and accelerate progress across the Sustainable Development Goals
- ☒ 2: Expand inclusion in and benefits from the digital economy for all
- ☒ 3: Foster an inclusive, open, safe and secure digital space that respects, protects and promote human rights
- ☒ 4: Advance responsible, equitable and interoperable data governance approaches
- ☒ 5: Enhance international governance of artificial intelligence for the benefit of humanity

RELATED SDG: [Tick the relevant boxes or delete the irrelevant items]

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| ☐ SDG 1: No Poverty | ☒ SDG 10: Reduced Inequalities |
| ☐ SDG 2: Zero Hunger | ☐ SDG 11: Sustainable Cities and Communities |
| ☐ SDG 3: Good Health and Well-being | ☐ SDG 12: Responsible Consumption and Production |
| ☐ SDG 4: Quality Education | ☐ SDG 13: Climate Action |
| ☐ SDG 5: Gender Equality | ☐ SDG 14: Life Below Water |
| ☐ SDG 6: Clean Water and Sanitation | ☐ SDG 15: Life on Land |
| ☐ SDG 7: Affordable and Clean Energy | ☒ SDG 16: Peace, Justice and Strong Institutions |
| ☒ SDG 8: Decent Work and Economic Growth | ☒ SDG 17: Partnerships for the SDGs |
| ☒ SDG 9: Industry, Innovation and Infrastructure | |