Ashfaque Rifaye

AI Product Manager · Conversational & Generative AI · Enterprise Customer Experience

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SUMMARY

AI Product Manager with 9+ years across software engineering, digital products and enterprise AI. End-to-end product owner of **AT&T's GenAI virtual assistant** (Google CCAI / Dialogflow, RAG): **1.5M+ monthly customer interactions, 55% containment and an estimated $4.2M in annual savings.** Combines an engineering foundation in APIs, integrations and data with product discovery, experimentation and SAFe delivery. Innovation record includes **AT&T Innovation Jam Best in Show (2026)** and **DeviceFlex**, a solo-built AI prototype with an invention disclosure submitted to AT&T's patent program.

CORE COMPETENCIES

AI & GenAI: Conversational AI · RAG · LLMs · Agentic AI · NLP · Google CCAI · Dialogflow CX / ES · Genesys Cloud CX · Human-in-the-loop review

Product: Product strategy · Product ownership · Roadmaps · Discovery · Experimentation / A/B testing · KPI frameworks · BRD / PRD · Agile / SAFe

Technical: Python · SQL · REST APIs · Power BI · Azure · React · Java · CRM & telephony integration · Data-flow mapping

Domains: Telecom · Retail & e-commerce · Customer experience · Omnichannel · Support automation

EXPERIENCE

AT&T Communications Services India Pvt. Ltd., Chennai

Aug 2022 – Present

AI Technical Business Analyst (Product Manager), Consumer Technology & Experience

- **Own end-to-end product** for AT&T's GenAI virtual assistant (Google CCAI / Dialogflow), scaling omnichannel deployment across chat, voice, WhatsApp and RCS to 1.5M+ monthly consumer interactions.
- **Led conversation design** across 350+ intents and 1,200+ training phrases with RAG-powered knowledge retrieval, reaching 55% containment and cutting live-agent escalations 28% for an estimated $4.2M in annual operational savings.
- **Architected the integration ecosystem** connecting the AI layer to telephony infrastructure and backend CRMs via REST APIs; real-time context enrichment cut average handle time by 32 seconds per interaction.
- **Defined the KPI framework:** Power BI and SQL dashboards across 15+ metrics (containment, CSAT, 92% intent-recognition accuracy, fallback rate) that drove optimizations lifting NPS by 8 points.
- **Introduced human-in-the-loop review** for low-confidence AI responses, and tracked token usage and API cost against response times with engineering.
- **Own backlog and sprint planning** for 2 squads (18 developers) in SAFe at 95% sprint-commitment reliability; authored BRDs, process flows and data-flow diagrams for a 12-person cross-functional team.
- **Aligned the AI roadmap with CX objectives** alongside US product owners, enterprise architects and business SMEs, securing a $2.5M budget for FY25 enhancements.

Key projects: Retail Hyper-Personalization Program (+15% recommendation CTR) · AI Performance Analytics Suite (real-time monitoring across 6 channels)

Verizon Data Services, Chennai

Mar 2020 – Aug 2022

Consultant, Digital & Assisted Sales, Verizon Consumer Group

- **Turned funnel analysis, A/B testing and market research** across 3 lines of business (retail, consumer, B2B) into BRDs / PRDs for 15+ features in Verizon's digital ecosystem.
- **Led cross-functional delivery** with UX, data science and product teams: 94% on-time delivery and $1.5M+ incremental revenue in FY21.
- **Coordinated 8–12 stakeholders** (Scrum Masters, RTEs, engineering) across 4 concurrent SAFe workstreams with under 4% sprint spillover.

High-impact projects: Omni Universal Cart (+11% order fulfillment, −13% cart abandonment) · 3-Year Device Payment Plans ($320K pilot revenue, +14% upgrade rate) · Early Termination Fee Redesign (−22% service inquiries) · Hum+ Wi-Fi Plan ($100K+ ARR, 23% attach) · Split Fulfillment (2.1 days faster delivery, +3 CSAT)

Infosys, Chennai May 2016 – Feb 2020

Senior Software Engineer

- **Modernized Boeing's legacy Work Statement Requirement Database (WSRD)** for 1,200+ maintenance engineers across 5 facilities, integrating REST APIs from disparate data sources.
- **Led full-stack development** (API orchestration, master data management, workflow automation) across 6 major releases in 18 months; mitigated 40+ critical risks for 99.2% uptime after launch.
- **Cut average incident downtime 40%** (8h to 4.8h), raised throughput 30% (12K to 15.6K records/day) and improved maintenance scheduling efficiency 25%, an estimated $2.8M saved annually.
- **Stack:** Java 8, Spring Boot, React, Angular, PostgreSQL, Oracle, Python.

INNOVATION & IP

DeviceFlex: AI-powered device-protection membership AT&T Sprint-a-thon 2026

- **Conceived, designed and built solo** a working, deployed prototype that reimagines AT&T's device protection as an AI-powered membership across purchase, enrolment, claims, replacement and data restore (17 routes; TanStack Start, React 19, TypeScript, Zod, vision model).
- **Designed a governance-first architecture** in which AI only perceives (e.g., photo damage assessment) while every approval, pricing and routing decision runs as a deterministic, replayable function recorded in an auditable decision ledger.
- **Invented five mechanisms,** including network-signal-corroborated loss and theft claims, line-anchored restoration (coverage and data follow the phone number, not the handset) and device-attested enrolment; submitted an invention disclosure to AT&T's patent program.

AT&T Helios: Zero Friction Convergence. Best in Show / All Around, AT&T Innovation Jam 2026. An AI-fueled, one-click bundle experience that assembles devices, plans, fiber and trade-in in one guided cart.

Independent AI builds: Crosscheck (enterprise-knowledge contradiction auditor on Microsoft Foundry IQ) · ClimaTwin (urban climate decision intelligence, Gemini + BigQuery ML) · NebulaX (self-correcting agent swarm). github.com/ashfaque-rifaye

AWARDS

- **Best in Show / All Around,** AT&T Innovation Jam, 2026 (AT&T Helios)
- **1st Place,** AT&T Hackathon, 2025 (Hyper-Personalization of the International Travel Experience)
- **Most Impactful Business Solution,** Equitech Hackathon, 2025
- **AT&T Connection Award,** Virtual Assistant team, recognized by AT&T CTX, 2023
- **Verizon Spotlight Award,** Customer Excellence, recognized by Verizon GTS, 2021

EDUCATION

Bachelor of Engineering, Mechanical Engineering 2012 – 2016

Velammal Engineering College, Anna University, Chennai · Distinction, CGPA 8.596

CERTIFICATIONS

SAFe 6 Lean Portfolio Manager (2024) · SAFe 6 Agilist and SAFe Product Owner / Product Manager (2023) · Microsoft Azure AI Fundamentals (2023) · Certified Scrum Product Owner (2022)