



Airtel Networks Zambia Plc, the largest telecommunications services provider in Zambia, celebrated another of many firsts through the launch of Africa's first ever Artificial Intelligence (AI) powered Spam Alert Service, which will be available to all its subscribers at no cost.

This unprecedented service, offers Airtel smartphone and feature phone customers real-time alerts for suspected spam SMS messages, requires no additional application downloads, and is automatically activated for all Airtel customers.

At a launch event, graced by the Honourable Minister of Technology and Science, Mr. Felix Mutati noted that this marks a significant milestone in the fight against mobile fraud and unsolicited communications.

The Honourable Minister praised the initiative as "a timely and strategic response to cyber threats," noting its alignment with the 8th National Development Plan (8NDP) and the recently enacted Cyber Security Act. The Minister added: "This service not only enhances consumer protection but also supports Government's broader agenda of digital transformation, innovation, and inclusive access to secure ICT services."

The Airtel AI Spam Alert Service is designed to filter and automatically classify suspicious SMS messages as suspected spam, allowing customers to identify and avoid potential scams.

Airtel Zambia Managing Director, Hussam Baday said: "At Airtel, we are committed to providing innovative solutions that enhance our customer experience. The AI spam alert service is the first

of its kind in the Zambian market and it fosters our dedication towards groundbreaking solutions aimed at better customer experience. With the new AI-powered spam alert, we are enabling our customers to be more vigilant to fraud attempts on their phones and to have a better experience of our services.”

He added that, “We have all come to the realization that as digital adoption grows across the World and more so in Zambia, so does the risk of exploitation which we continue to see through scam texts, phishing, and other forms of mobile fraud. We are not just a company that wants to keep you connected and informed, but we also want to keep you protected hence the innovation we are introducing to you today.”

ZICTA Director General, Eng. Collins Mbulo remarked that, “As the regulator, we are pleased to see private sector players like Airtel taking proactive steps to protect consumers. This spam alert system is an excellent example of how innovation can be used to enhance public trust in digital services. It supports our mandate to promote the responsible use of ICTs and strengthens our national cybersecurity posture.”

Airtel is proud to be Africa’s first spam fighting network