

Telefonica

Virtual Assistant Teléfono México

Customer care
10.14.2015

BE MORE

Telefonica

Who is Telefónica?

Telefonica



Presence in
21 countries

329.4
million
customers



Who is Movistar México?

Telefonica



25
million
customers

15%
of interactions on
Digital channels

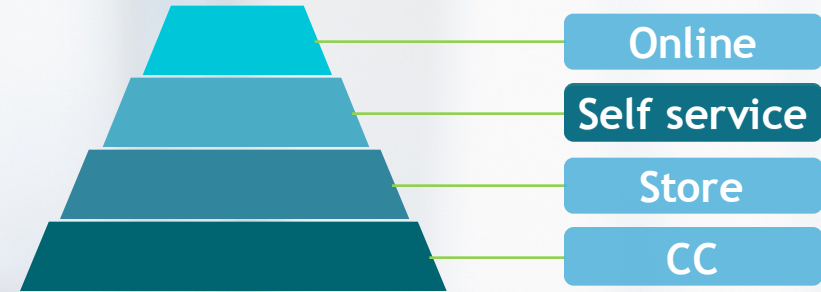




**Our biggest
challenge**

How are we going to do it?

Less contact with human assistance and more self-service.



Reverse the pyramid of customer care

Our premises are...

Improve the customer experience

Provide a natural communication

Understand and give answer

Optimizing the costs

Why a virtual assistant?

- It helps our clients resolve their customers' problems in real time
- Reinforce natural communication
- It uses the best Customer Support Technology for digital channels
- It helps the people talk with companies in an easy and natural way without waiting time



Whit this in mind we created Nikko



Solves the doubts of our clients

Learn and improve automatically for the users

Send our clients to the correct channels

Maintains a friendly conversational tone



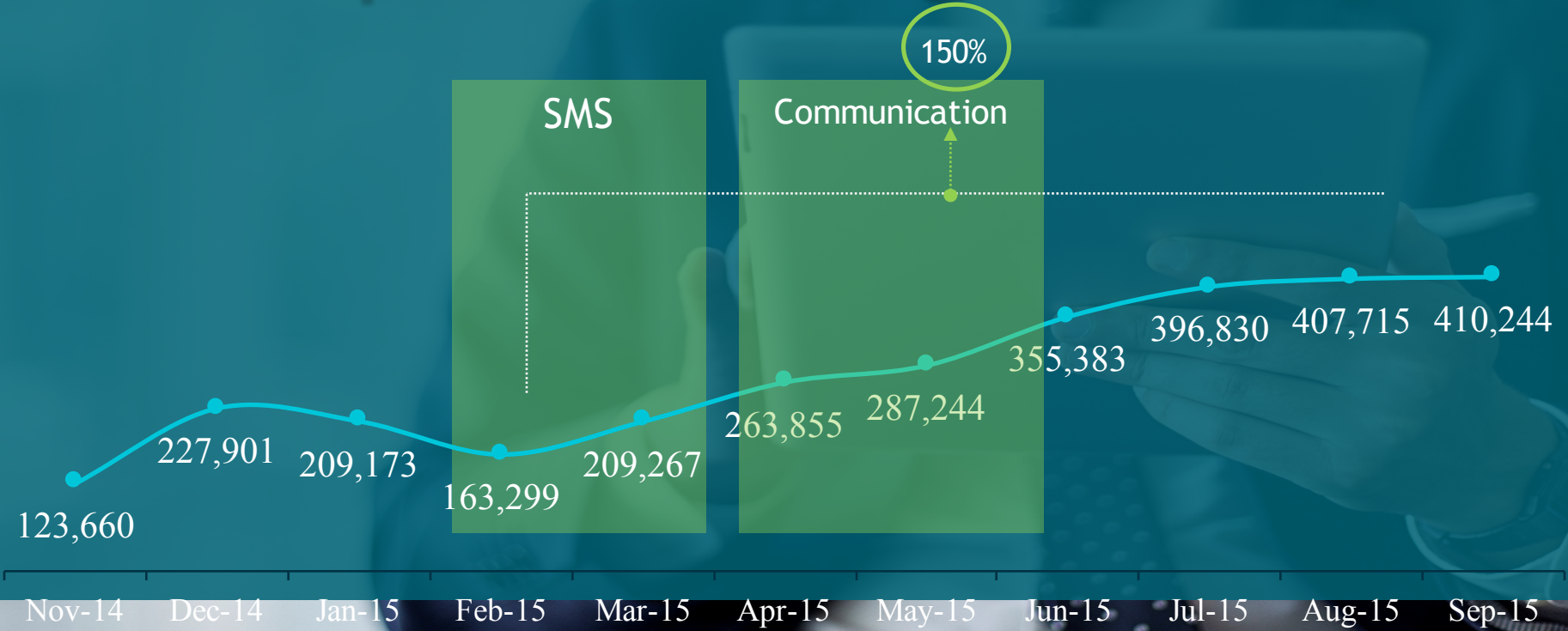
How can Nikko help us?



V

T

Exponential growth



Messaging Success Case



SMS as a
contact
channel?

- **150k** interactions per month
- **Most trafficked digital channel**
- **Growth over 100%**
- **48%** in savings



RESULTS



Reached 15% of self service

Decrease of 10% of calls to the call center

Economic savings that validated the Project Business Case

OUR NEXT STEPS

Over a million interactions per month.

**Integrating a single platform Automatic +
Human interaction using IA and
Machine Learning.**



Social Media + Mobile App

Self Learning

Voice Interaction on the phone

Questions & Answers

