Telefónica

Aura, a brand new customer relationship based on trust

Already established in eight countries

...and expanding reach in 2019

- in the Movistar+ Set Top Box
- in WhatsApp in more countries
- in the TV App Movistar Play

How does the user interact with Aura?

VOICE · TEXT · POINT & CLICK

It resolves queries from several topics and domains

- BILLING QUERIES
- UNDERSTANDING MY BUNDLE
- DATA USAGE
- BALANCE & TOP-UP
- ISSUE MANAGEMENT
- MAKE THE MOST OF MY TV
- NEW: VIDEOCALLS & CALLS
- NEW: MANAGE WI-FI ROUTER & DEVICES

having different features

FAQs
How do I get the IMEI number?
What is O2 Priority?
Where can I find a Vivo store?

SIMPLIFY
Check data usage.
List my services.
Play from the beginning.

ENRICH
Recommend me an action movie.
I need a new mobile device.

Aura's Ecosystem

Aura opens a new ecosystem for third parties to develop **Movistar Living Apps**. It brings together the best connectivity, new home devices, voice assisted AI and innovative services to deliver new powerful omni-channel digital experiences for Telefónica's customers.

Aura as a Platform

OMNI-CHANNEL EXPERIENCE
Enable more channels to gain reach and enjoy an omni-channel experience.

COGNITIVE ENABLERS
Improving Aura's cognitive capabilities (NLP, semantic mapping, context) to better understand users and provide insightful answers.

MORE ENGAGING AND RELEVANT EXPERIENCES
Create frameworks so countries can create locally relevant use cases and third parties can build new experiences at home.

Evolution

MONTHLY ACTIVE USERS (MAUs) GROWTH **+71%** From Jan 1st (1,4M MAUs) to April 30th

Some relevant figures

[source: internal survey on Aura users from Brazil]

It was comprehensive that could speak naturally? 80% YES

Brings trust? 76% YES

Customer satisfaction 90%

TV TOP INTENTS

- Search (films, sports, series)
- Play on TV / Go to channel
- Recommendations / At what time does it start?
- Info on TV guide

TELCO TOP INTENTS

- Check last bill
- List my products
- Data usage
- FAQs (Knowledge Base)

aura.telefonica.com