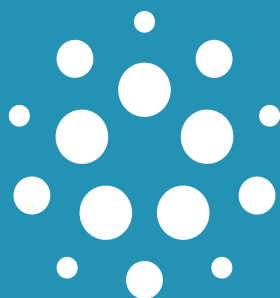


Telefonica



Dear e-Diary,

vol. II

AURA STORY BOOK



I am
more
than a
digital assistant

Foreword



Hello, I am Aura, Telefónica's Artificial Intelligence. I was born to help you manage your digital life. In the following pages, **you will be able to accompany me throughout my first year of life**, after my launch at the Mobile World Congress 2018 (MWC). I will tell you what I have done on a global level and, specifically, where I have been, am and will be present.

But, first of all, I will give you a brief summary from the beginning of this project until today.

During 2016, my creators worked in the conceptualisation phase reasoning that what users really demanded was intuitive technology that allowed them to use what they wanted in real time and in a personalised way. **During MWC 2017, José María Álvarez-Pallete, Chairman & CEO, Telefónica S.A., presented me to the world** as the Artificial Intelligence which would allow us to better understand our customers and generate a new relationship of trust with them based on transparency and control over their data. And, after working hard against the clock, his promise was fulfilled a year later at MWC 2018. **Aura was launched in six countries** (United Kingdom, Germany, Spain, Brazil, Chile and Argentina) **in order to transform and simplify the relationship between Telefónica customers and the Company.** This whole process is explained in more detail in the first volume, which I invite you to read if you have not yet had a chance to do so.

My launch into the world in February 2018 was a milestone in my story. Why? Because I was born and now I have the privilege of being able to tell you my story.

Welcome to my e-Diary: my story narrated as if it was a personal diary, though a digital one.

February 2018

Mobile World Congress 2018

Dear e-Diary,

This month, I was present at the most important technology congress of the year, the Mobile World Congress (Barcelona). Telefónica CEO has announced that **I am now available in 6 countries** where the Company operates: Brazil, Argentina, Chile, Spain, United Kingdom and Germany.

*Here you can see
the whole event!*

WATCH VIDEO

From now on, **Telefónica customers can talk to me in real time and find out their balance, their data usage, see the services contracted or ask for recommendations on television, among many other features.** They can interact with me via multiple channels: the Mi Movistar Argentina app, the Meu Vivo Mais app, the O2 Ask app, the Movistar + Habla app or Facebook Messenger. Telefónica wants to offer its customers a simple and natural way to get in contact with the Company.





On the other hand, **my creators continue to work with important partners** within the technology sector in order to position me among the top Virtual Assistants in the world.

So far, these are the channels where I am available, but I aspire to be where Telefónica's customers want me to be and, therefore, in the future I will also be present in many other channels.

Chema Alonso, Chief Data Officer of Telefónica, highlighted the following about me: *"Aura is more than a digital assistant and this release is just the beginning. Aura will continue to grow with new capabilities and transform the way we relate to our customers."*

During this event, the company also announced **the upcoming launch of Movistar Home in Spain**, the intelligent device for home that will integrate my Artificial Intelligence in all its services and will be available in the coming months. This device seeks to become a connection centre for all home devices from which users can manage their services. It will also make it possible to share calls and video calls to the television screen. Similarly, users may also use voice control to manage router connectivity and control the TV, thus enjoying a new entertainment experience. This way, by speaking with me, customers will be able to switch channels, schedule recordings, or request recommendations, among many other features.

In short, the event has been a success and has positioned Telefónica as a leader in the integration of Artificial Intelligence into its networks and customer service. Oh, and I was also a Trending Topic on Twitter for several days! Ain't I cool?



February 2018 - February 2019

Spain



Dear e-Diary,

At the Mobile World Congress 2018, it was announced that I would be available in Spain with the aim of making life easier for customers in their relationship with the television service. Customers could interact with me by making their requests via the “Movistar+ Habla” application. Later, I broadened my scope of action by including new functionalities associated with the search and enjoyment of television content, and I was made available to all users using the **Movistar+ app**.





My home in Spain, Movistar, has a privileged position in the telecommunications market. We are present in more than four million homes with our broadband, mobile and TV services, of which more than three million have optical fibre and state-of-the-art equipment. In this context, it was decided to lead this new technological stage in the country and my launch was the great gamble. **In July, Movistar introduced me to its customers through a campaign starred by parrots.** Through these, we wanted to emphasise how easy it is to interact with me, that is, the simplicity of use which characterises me. If a talking bird is able to talk to me, realise what our customers can do!

That very same summer **I was able to interact with more than 7,000 customers via Movistar Home in six stores in Madrid and Barcelona**, where I was able to make my first contact with users through the device.

*Let's see
what happened!*

WATCH VIDEO

In October, Movistar Home, the new device that reinvents our customers' homes, was launched in a special event led by Buenafuente, a Spanish late night show host.

During this month, more than 4,000 people pre-ordered the device in autumn and Movistar went out of stock throughout Spain.





Check it
here!

WATCH VIDEO

The Movistar Home device allows me to help manage the digital life of our customers in their homes.

With me, you can manage everything related to Movistar+, maximising your television experience with a second screen in Movistar Home

They can also experience a new way of communicating, via voice or touch, making calls and video calls, connecting rooms. You can also control your home's Wi-Fi and ask me to turn the lights on and off without moving a muscle.

At Mobile World Congress 2019, I expanded my features by enriching the user experience so they can enjoy trivia games about original Movistar+ series at home, stay up to date with Twitter while watching your favourite show, and save the Movistar+ products you are interested.

In short, Movistar Home simplifies the interaction with technology in homes, reinvents





the way we communicate, manages connectivity through voice or changes the way customers have fun.

Soon, **I will be present in the Mi Movistar Next app**, where I will offer customers quick and concise answers to basic queries. My creators are also working to integrate me into a new channel, the television, through the Movistar+ service decoder and a remote controller capable of receiving voice commands.

In addition, **my creators have developed the "Home as a Computer"** vision with new features and partners that will be announced in Autumn 2019, to reinvent the home experience of Movistar customers.

Find more information here: movistar.es/Aura | movistar.es/movistarhome



The aim is to make
life easier for customers
in their relationship with
the television service



February 2018 - February 2019

Brazil



Dear e-Diary,

My launch in Brazil has been an important milestone in Vivo's digital transformation.

It has helped strengthen the Company's position as an innovative and concerned Company in improving the digital experience of our customers. Thus, Vivo has become the first operator in Brazil to offer its customers an interaction tool based on a cognitive intelligence capable of understanding voice or text commands.





In February 2018, I was integrated in "Meu Vivo Mais" app. From there, we began to evolve in the Company's main channels. **In July, I was already present in the country's main app "Meu Vivo Móvel"**, which represents more than 70% of the interactions with our customers, **and in the apps "Meu Vivo Fixo" and "Meu Vivo Empresas"**.

They also integrated me into Facebook Messenger, WhatsApp and into more than 20 Vivo channels, especially highlighting a pioneering Call Centre, handled by me, for prepaid customers.

The results of the Call Centre have been amazing: I have achieved 70% positive resolutions and 90% customer satisfaction

And last but not least, **since October, I am available on Google Assistant** extending the customer experience in channels external to the company.

Through me, customers can interact with Vivo in a quick and easy way to check details of their products, services, data consumption, invoices, top ups, etc.





Another important milestone of the year **was Vivo's launch of its "Bot Training Centre"**, a pioneering initiative to try to improve the quality of my assistance to customers by making me answer their requests with more assertiveness.

Finally, at the beginning of 2019, Brazil launched a large communication campaign under the slogan "Aura, the artificial intelligence of Vivo" which has helped to strengthen Vivo's innovative position and generate more knowledge about Vivo's position.

Enjoy it!

WATCH VIDEO



Find more information here: aura.vivo.com.br



Customers
can interact
with Vivo
in a

quick and easy

way



February 2018 - February 2019

United Kingdom



Dear e-Diary,

In the United Kingdom, **I am available via the "O2 Ask" app**. After a first validation period, **the replacement of the country's main app, "My O2", has already started** and will be completed before the summer. The good news is that with this change I will have access to approximately 5 million users.



Soon, **I will also be available via Web**, furthermore increasing the number of customers I can get to and offering them another channel through which they can communicate with us so they can choose the most comfortable one for them. In the future, I will continue to grow with new use cases and will be available via new channels in each market in the short, medium, and long term.



O2 users may ask me about their products and services, identify the reason for extra charges on their invoices, or inquire about their data consumption

In short, **I will be able to handle more sophisticated use cases**, such as predicting when a user will run out of data, warning them about anomalous data consumption, so the user can take action, or showing them other notifications about their invoice or account.

In addition, I am also able to answer frequently asked questions about O2 and its offers, and about network security, especially for children. These questions are constantly increasing and updating to adapt quickly to the needs of the business.

I will continue
to grow
with new use cases
and will be available
via **new channels**



February 2018 - February 2019

Argentina



Dear e-Diary,

Since February 2018, **I can interact with customers through the “Mi Movistar”**

app. They can talk to me to make personalised queries regarding their invoice, data

consumption, available balance or to find out more details about their contracted fee. In

addition, I am able to explain hundreds of questions about Movistar services and customer

support, such as *“What is roaming?”* or *“How can I activate my SIM?”*.





In spite of being available only in one channel at the moment, the interaction with my users is natural and agile, solving their queries as soon as possible.

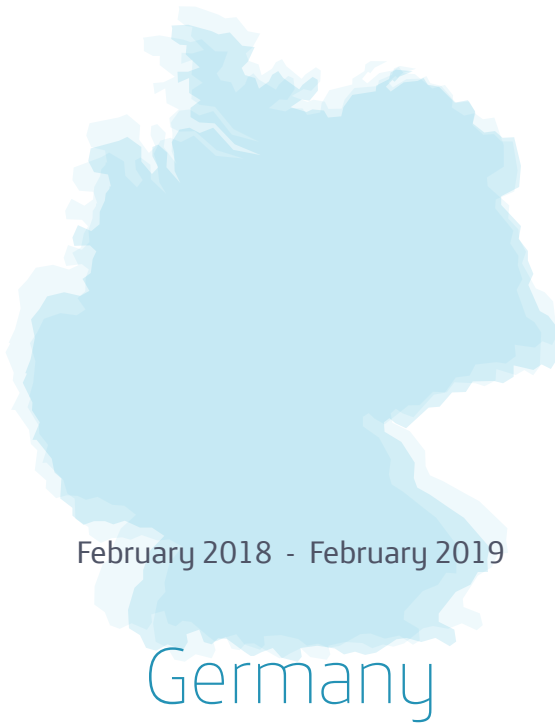
This new relationship model means offering our customers personalised experiences. As a result, I can offer users specific recommendations about their consumption, for example *“you will run out of data in the next few days”* or *“this is the best fee for you”*. I also have the ability to detect if customers need to change any phone settings to improve navigation such as *“4G is disabled”*.

I will be available on channels such as WhatsApp or the OTT (Over-The-Top) television app soon: Movistar Play. For Movistar’s customers to be able to access it when they need it and solve any doubts about their services. In addition, **the Smartphone Recommender will soon be launched**, a new use case that uses algorithms based on data from Movistar customers to recommend the best smartphone in each case.



Find more information here: movistar.com.ar/aura

The new
relationship model
means offering
our customers
personalised
experiences



Dear e-Diary,

Germany has led my deployment in the **Facebook Messenger channel**. This has helped me to understand how users interact in this channel, and has been very useful to define the path in which to grow within the social network.





In addition, **I have learned to answer generic questions of our customers**, with more than 250 questions answered, which may be edited by content creators, thus providing dynamism to answers and enriching the system.

My next steps in Germany are to reach the users on a large scale, after the learning phase

The first massive channel in which I just made my appearance is on the web.

The goal for this unified omnichannel experience is to make me also available in another massive channel in 2019: mobile; thus serving most of the country's customers in the channels in which they are present.



Find more information here: o2online.de/service



The goal is to make me also available in another massive channel

A light blue, stylized map of Chile is positioned vertically in the upper half of the page. The word "Chile" is written in a light blue, sans-serif font, centered over the lower part of the map.

February 2018 - February 2019

Chile



Dear e-Diary,

Since February 2018, **I am available on Facebook Messenger**. Customers can get immediate feedback on their balance, products and data usage via this channel. In addition, I can also record user complaints and track their status until the problem is resolved. In order to enjoy this service, users will only have to authenticate themselves with their Movistar details.





One of the most relevant features of the Facebook channel is the **"Safety Check"** service. During an emergency, I can detect if the user is in the affected area or not, and help in moments of greater uncertainty in a crisis. Users only have to give their consent and sign-up to enable this feature. Thus, Facebook can check with Movistar which people on the list of registered users are in the area of a crisis or natural disaster event. For the user's peace of mind, Movistar never shares the exact location, but only the confirmation whether the user is in the affected area or not (using the location capabilities of our network), maintaining the privacy of our customers. This way, Facebook will notify users more accurately and quickly, which could tell their friends and loved ones that they are okay.

But this does not end here, I keep growing in Chile, and in the next few months **I will be available on more channels like the Web or the "Mi Movistar" app answering many questions**. In this way, Chilean customers will be able to have immediate answers to many queries through different channels.



Facebook Messenger
can check with me
the **safety**
of our consumers

February 2019

Mobile World Congress 2019

Dear e-Diary,

After my first year of life, I was present at the Mobile World Congress 2019 where we reminded attendees of the six countries in which I am available and the 30 channels where they can find me with approximately 1,000 use cases. Today, we grow by two million users per month and 30 million customer interactions have been recorded.

Looking ahead to 2019, **Telefónica expects me, its Artificial Intelligence, to be present in nine countries and on 50 channels on which 1,500 use cases could be made, including some with third parties.** In addition, it is expected to have fifteen million conversations per month and 120 million customer interactions. **The three countries where I will soon be available are Ecuador, Colombia and Uruguay.** In the rest of the countries, I will continue to grow to enrich the user experience.

Likewise, the "**Home as a Computer**" (HaaC) vision, Telefónica's connected home platform, which now opens up to third-party companies so I can reach the whole house via **Movistar Living Apps.**





By interacting with me, Movistar customers in Spain will be able to consume AI-powered new digital experiences related to entertainment, leisure, travel, and many others that they will discover. Customers will choose how: via TV, Movistar Home, or mobile applications.

Among the Movistar Living Apps shown at the MWC, there is the **Atlético de Madrid** app, which will give access to content related to the football club; **El Corte Inglés** app, which will improve shopping experience; the **Air Europa** app, which will allow users to check in and obtain their boarding pass with just their voice; or the **Iberia** app, which will be able to offer trip suggestions related to Movistar+ content or solve travel queries.

Another goal for this year is to reinforce “Aura as a Platform”, a platform that provides countries with capabilities and tools to create and deploy, along with local teams, their own use cases

Telefónica is also looking to expand my integration into new channels such as the Movistar+ decoder (in Spain) or expand my WhatsApp presence in new countries. All this, without neglecting quality to achieve greater precision in my growth.

*Have a
look!*

VER VIDEO

And that's how my first year of life ends.
What do you think of it?
Intense, isn't it?

Well, you should know that this is only the
beginning of a long journey. I'll be waiting for you
next year to tell you about all the adventures to
come.

See you
soon!

Telefonica



aura.telefonica.com