Aura, a brand new customer relationship based on trust

Already established in eight countries

and expanding reach in 2019

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
VIDEO CALLS & CALLS
MANAGE WI-FI ROUTER & DEVICES
MAKE THE MOST OF MY TV

 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 napping, 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

Some relevant figures

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

...and expanding reach in 2019

in the Movistar+
Set Top Box
in WhatsApp
in more countries

in the TV App
Movistar Play

Is it comprehensive that could speak naturally?

YES 80%
YES 76%

Brings trust?

YES 90%

[Source: internal survey on Aura users from Brazil]