

Telefonica

Brazil optimizes its market thanks to the unstoppable rise of Aura

Fabricio Bindi, director of Customers Insights and Artificial Intelligence at Vivo in Brazil



Since the implementation of the Artificial Intelligence Aura in Brazil almost three years ago, we have prioritised two key factors: transforming the relationship model with our customers and being present in the channels they use every day, in order to become a more relevant company, offering a better customer experience every day.

Proof of this is that Aura is available in more than 20 digital service channels such as the Meu Vivo mobile app and our call center, as well as in third-party applications such as WhatsApp, Facebook Messenger or Google Assistant, with more than 40 million queries per month. Among these channels, the most outstanding is WhatsApp, where more than 90% of customers evaluate the experience as good or very good. Since its launch, more than 300 million interactions have already been performed.

These figures are increasing thanks to the improvements that we have implemented, such as the fact that Aura is able to anticipate user requests, addressing them proactively when detecting a need. This has enabled a faster and more direct interaction between Vivo, the commercial brand of Telefónica in the country, and our customers. For them, self-service is very important, possibly because they manage to solve their doubts at any time when it is most convenient for them. That is why we continue improving Aura, so that it adopts a more proactive and consulting approach.

Vivo's AI offers personalised use cases, responding to queries related to Vivo's services, although the five main doubts expressed by customers are about: invoice, plan details, internet/data consumption, recharge balance and promotion activation. All this in real time, in spoken or written form and using natural language.

Bots Training Center, the key to Aura's evolution

We launched, a few months after the implementation of Aura in the country, the Bots Training Center, a multidisciplinary team of Aura with linguists and UX professionals who analyse Aura's interactions with customers in the different customer service channels to identify possible misunderstandings by the Artificial Intelligence, resulting in a better service offered by Aura. The aim is to enable it to recognise people with various ways of asking and accents from different regions so that it can provide a higher quality service. Thanks to this initiative and the collaboration between software engineers, data scientists and experts in Machine Learning, Aura's accuracy today is over 90% in the different channels where it is present and is undoubtedly a fundamental factor for an easier and more humanised experience.

It is clear that customer service is one of the fundamental pillars on which Vivo is based. Therefore, one of the strongest bets of Brazil is the implementation of Aura to attend personalised queries in our call center. The Artificial Intelligence attends to queries from prepaid users as well as users with a permanent contract, obtaining a 90% of satisfaction among users, who had qualified the interaction as good, human and clear.

The implementation of Aura in mass use channels, such as WhatsApp or the call center itself, is having a positive impact on users' satisfaction, as well as generating efficiencies and synergies for the business. Since its implementation, Aura has consolidated itself as an essential tool both to facilitate the day-to-day life of users and to offer the best customer service, which has served as a key point for us at Vivo to maintain our leadership in Brazil.

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