



# NOTA DE PRENSA

## PRESS RELEASE

### **Movistar and Twitter develop a pioneer customer care solution through a bot**

- **Telefónica becomes the first Telco in the world to have a solution of this type**
- **Movistar is a leader in customer service through Twitter in Spain, with more than 90% recommendation rates**

**Madrid, 19 June 2018.**-Movistar Spain and Twitter have jointly developed a pioneering solution in customer service through a bot or automatic assistant. In this way, the operator becomes the first telco in the world to have a chatbot connected to the call centre, which means that it not only provides information but acts directly on the line of the user.

To begin to take action just get in contact via direct message to the account [@movistar\\_es](https://twitter.com/movistar_es) using the hashtag #ActivarMiBot. Usability is simple through an self-management menu for the customer to select which most interests them, although it is integrated with the service through an agent so that the user can resort to it from time to time.

Through this bot on Twitter, administration is carried out directly on the line or the services contracted and has the advantage of speed in management; and, except in the event of faults, the requested information is given to the customer immediately.

Movistar, which is already a leader in customer service via Twitter in Spain - and with recommendation rates higher than 90%-, seeks in this way to continue to provide its customers on social networks so that they can perform the greatest number of procedures with the operator without the need to refer to other service channels.

In the words of Fernando Fernández de Lis, Director of Digital Experience and Social Networks at Telefónica Spain, "this solution reinforces our leadership in innovation and customer service through social networks, since it allows us to respond to our customers in the media and channels that they decide through a fast, comfortable and effective method".

For his part, Jaime Pelegrí, Director of Business Development at Twitter Spain, ensures that "Twitter has transformed the conversation between brands and their customers, and increasingly more companies see the ideal channel on the platform: it is where the customers are, it is fast, it is mobile, and now with innovations like this virtual assistant, it is also automatic. Movistar is aware of the change, and with #ActivarmiBot goes one step further in continuing to care for their users through Twitter, now in a more agile and efficient manner".



Some of the procedures that can be done with the Movistar bot Twitter are consulting data or voice consumption, knowing the total amount on the bill, obtaining the puk of the SIM card or reporting and monitoring a technical incident.

These procedures and queries will expand with the passage of time depending on the experience that the clients themselves are having. In this way, Movistar continues to promote the digitalisation of its services to the customer where more than 80% of the contacts are already produced in digital channels.

In the following link you can see the automatic queries that can be made through Twitter:  
<https://www.movistar.es/twitterbot>