



# GenAI Inside

The new workplace DNA



# Our Speaker



**Belén Espejo González**

*Head of Business Development Workplace*





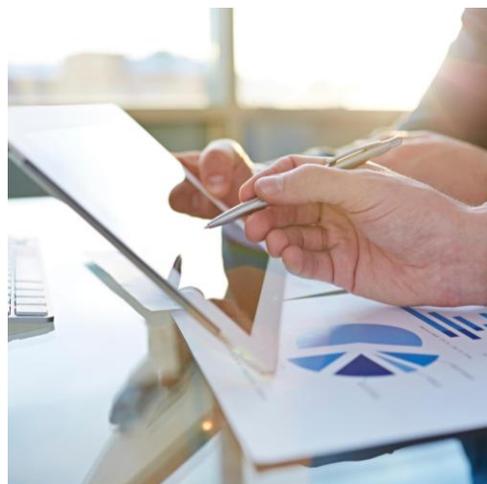
# We are reimagining the employee experience

while staying true to the human essence

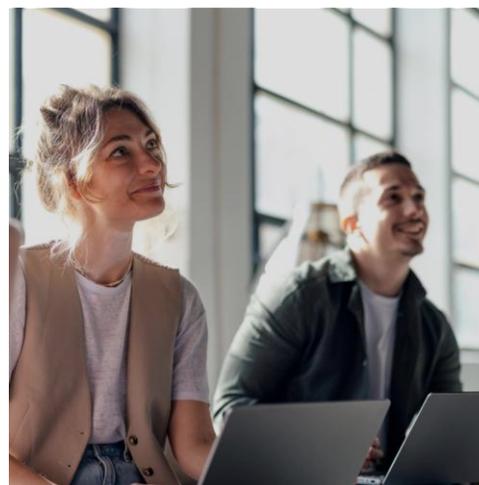
# The four pillars shaping the new workplace



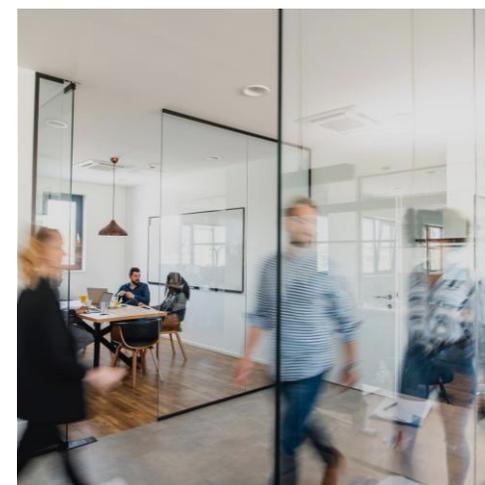
**Employee  
autonomy**



**Intelligent  
proactivity**



**Employee  
experience**



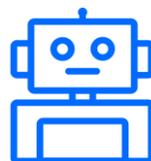
**The invisible  
workplace**



# Who is GenAI in the new workplace DNA?



**Generative**  
AI ecosystem



**Omnichannel**  
virtual assistant



**Proactive**  
agent



**Adaptive**  
capabilities



# Our Speakers



**António Báez**

CIO

MELIÀ HOTELS  
INTERNATIONAL



**Jose Merinero**

Head of Workplace IT Management

 PROSEGUR



**Alberto Navascués Benito**

*Expert Operations Competence Centre*

 Telefónica

# GenAI in action: driving efficiency, adoption and cultural transformation

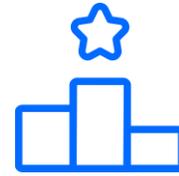
What does GenAI mean for Meliá?



**New employee  
engagement model**



**Intelligent  
workplace evolution**



**Efficiency,  
but a cultural change**



**Responsive  
action-driven tech**



# GenAI in action: driving efficiency, adoption and cultural transformation

What did the rapid deployment represent for Meliá?



**Natural AI**  
requires no training



**Organic**  
adoption



**The barrier is mindset,**  
not technology

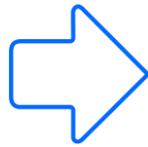


# GenAI in action: driving efficiency, adoption and cultural transformation

What does implementation mean in practice?



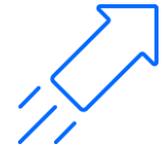
**Design-driven**  
AI governance



**Always in control.**  
Always delivering value



**Flexibility as the**  
ultimate advantage



**Data-powered**  
evolution





# GenAI in action: driving efficiency, adoption and cultural transformation

How has GenAI evolved inside Prosegur?



**User preferred  
channel**



**Continuously improving  
teams integration**



**Single web portal  
for every employee**

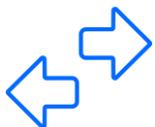


**Unified interactions:  
tickets, proactivity**



# GenAI in action: driving efficiency, adoption and cultural transformation

How did this change impact Telefónica?



**Total**  
flexibility



**Continuous**  
adaptation



**Proactivity**  
as the new standard





# From anticipation to impact: providing real value

How is GenAI driving anticipation?



**Observability**  
that drives insight



**Anticipation**  
powered by real data



**A stronger**  
Level-1 layer



**Scalable support**  
without limits



# From anticipation to impact: providing real value

What are the main KPIs?



**Higher**  
first-time resolution



**Enhanced**  
employee autonomy



**Low**  
cognitive load



**Operational**  
efficiency



**Improved**  
user experience



**DEX-driven**  
transformation



# From anticipation to impact: providing real value

How do we monitor these KPIs and GenAI overall behaviour?



**Quality**  
through the user's voice



**Productivity**  
that unlocks capability



**Efficiency that scales**  
without complexity





## GEN IA - INFORME DE RESULTADOS

### INFORMACIÓN DE NEGOCIOS



### EVALUACIÓN DE RESULTADOS



### CÁMBIO EN EL NÚMERO DE EMPLEADOS



### PÚBLICA DE RELACIONES



# Thinking big: future and growth

How do we monitor these KPIs  
and GenAI overall behaviour?



**Invisible  
workplace**

One advice for companies  
starting GenAI?



**International  
champions**



**Choose  
your tech partner**



**Start  
from the Business truth**

What's coming next?



**From assistant  
to ecosystems  
of collaborative AIs**



**From dialogue  
to AI autonomy**



**Value-driven  
innovation**

A cluster of various blue 3D geometric shapes, including spheres, rings, and discs, arranged in a dynamic, abstract pattern in the upper right corner of the slide.

**When AI becomes essence,  
ambition is the only limit to  
reinventing the future**



 Telefónica