Ready for Next

Orchestrating Artificial Intelligence

Telefónica VEOLIA aeera

Our Speakers

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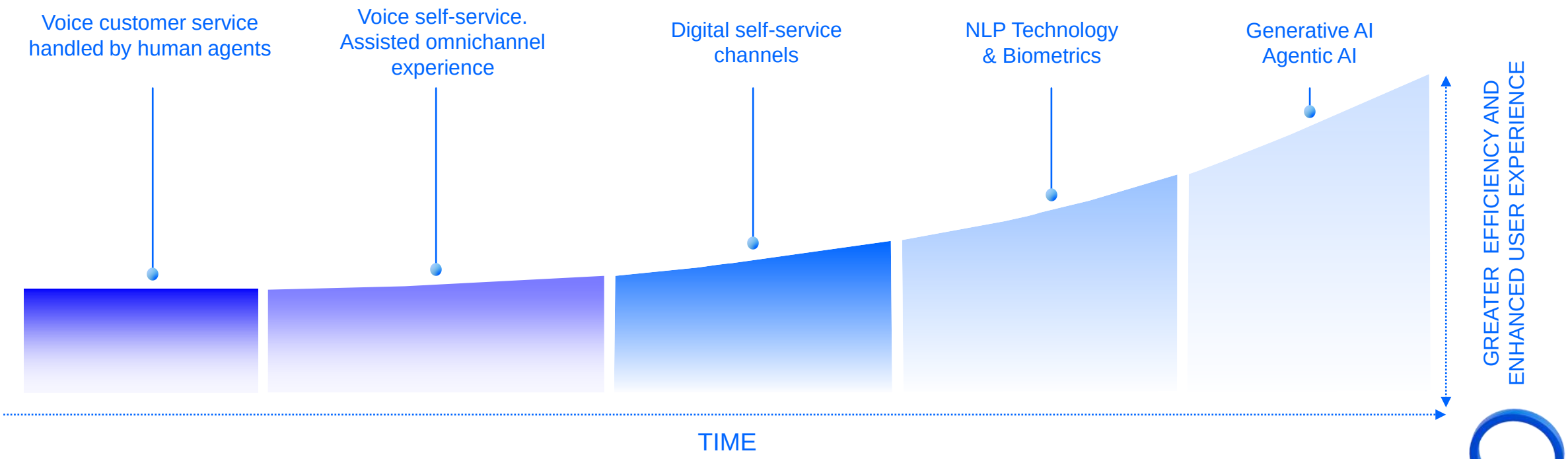
AI is already a reality in companies

AI is transforming customer service

Greater efficiency through automation and biometric authentication



The Magic
of Artificial Intelligence

Veolia, a global leader in ecological transformation

VEOLIA

- **Global Leader**
- **Worldwide presence**
- **Resources management**
- **GreenUp program**

SERVED

111M

people
with water

CONNECTED

98M

people
to wastewater systems

PRODUCED

42M

TWh
of energy

RECOVERED

65M

metric tons
of waste treated

When AI requires a trust technology partner: Telefónica

Veolia needed more than technology

Control, scalability and a long-term vision

Our challenge

Fragmented customer service amid growing interactions and multiple channels

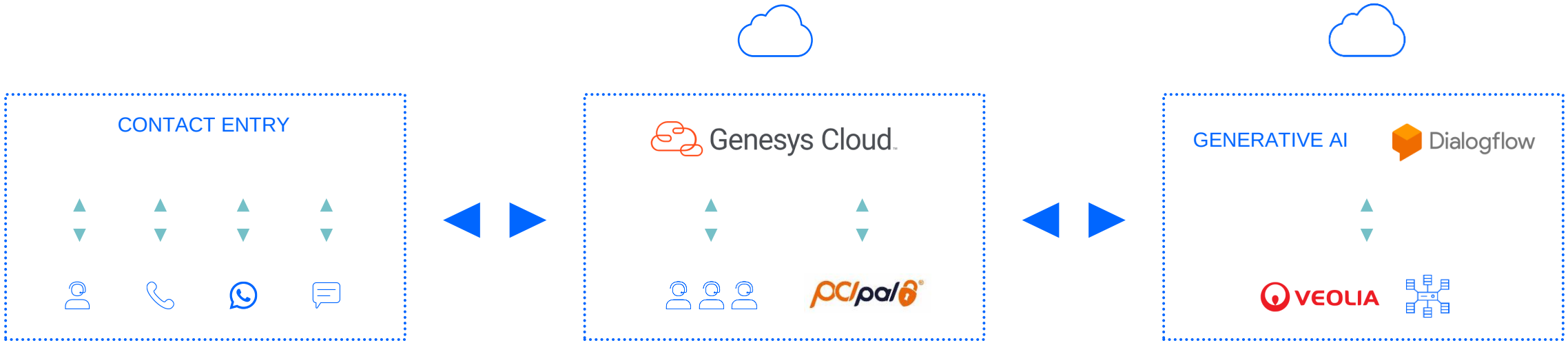
Strategic decision

Choose a partner able to orchestrate people, processes and technology

Telefónica's key role

01. Centralize and orchestrate all interactions
02. Progressive integrate traditional and generative AI
03. Keep knowledge and control within Veolia
04. Scale operations without compromising service quality

Veolia's architecture



Generative AI: from potential to real value

Generative AI

Generative AI applied only where it delivers real value

Automation

Automation already in place: document verification and intelligent contact routing

Evolution

Progressive evolution: combining traditional and generative AI depending on the use case

Collaboration

Close collaboration with Telefónica, working side by side on implementation

Progressive Evolution

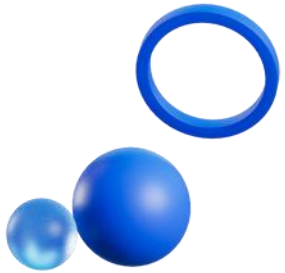
Telefónica's Value Proposition

Communication

Contact Center Platforms

Assistance

AI Solutions for Customer Service



Telefónica's Value Proposition

Communication

Contact Center Platforms

Assistance

AI Solutions for Customer Service

01. Asistentes virtuales
02. Soluciones de biometría
03. Avatares virtuales
04. Voz neuronal corporativa
05. IA para los agentes

The Magic
of Artificial Intelligence

Telefónica and Veolia, Shapping the future together

More empowered agents

with better tools and information to deliver maximum value impact

Generative AI as a paradigm shift

reshaping the future of customer service

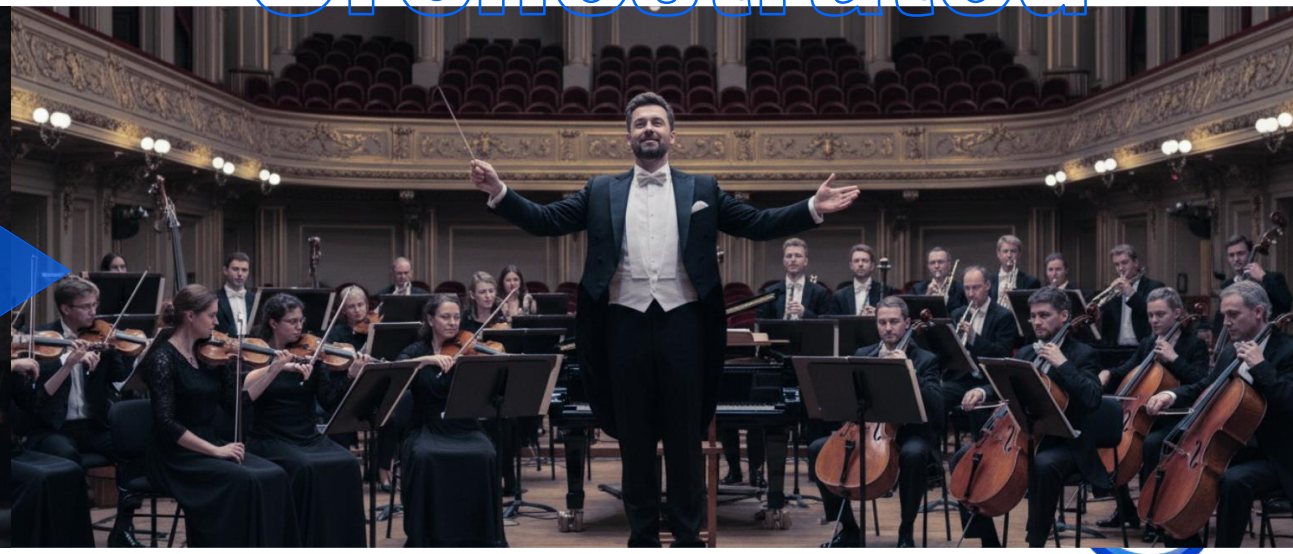
Immediate customer service

focused on resolving questions and issues from the first interaction

Together
in the AI transformation

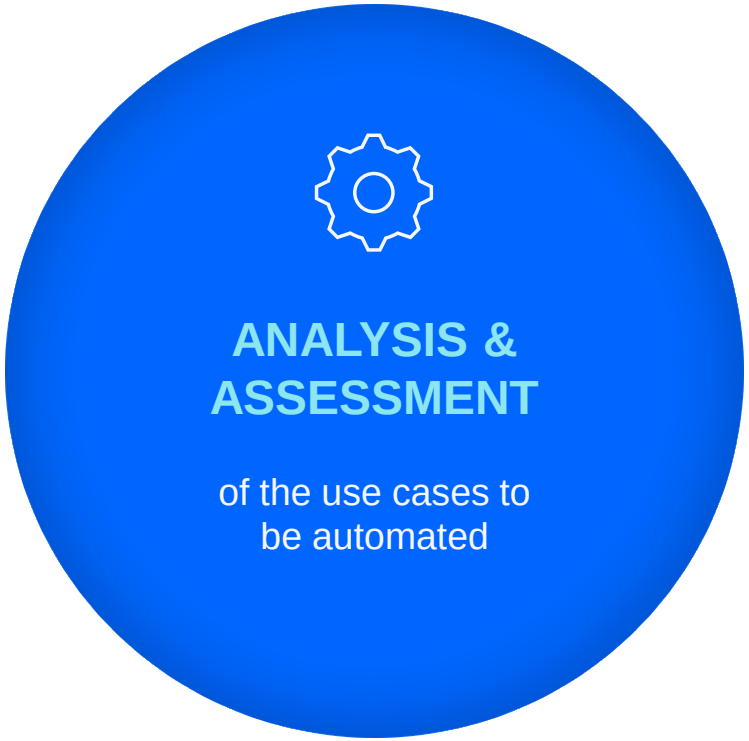
Archaic

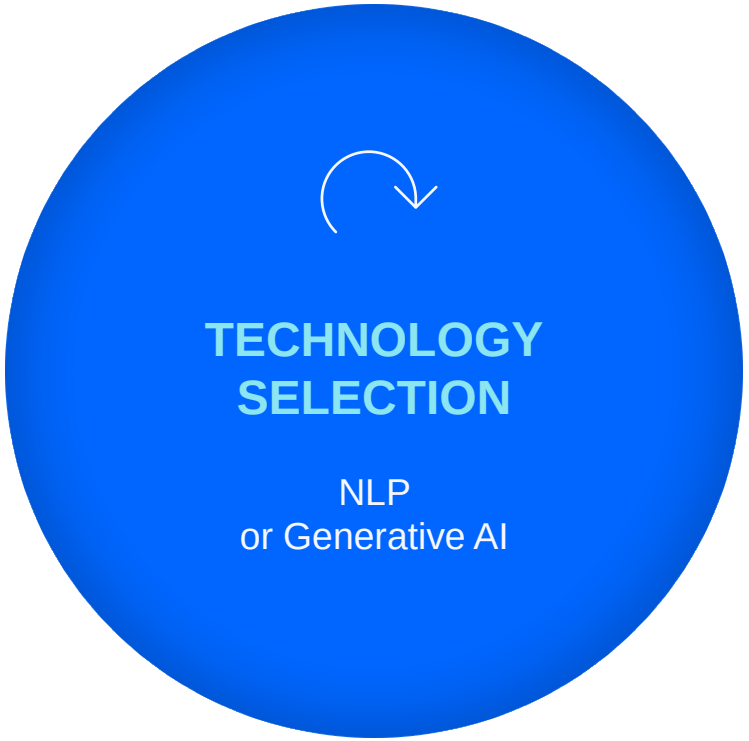
Orchestrated

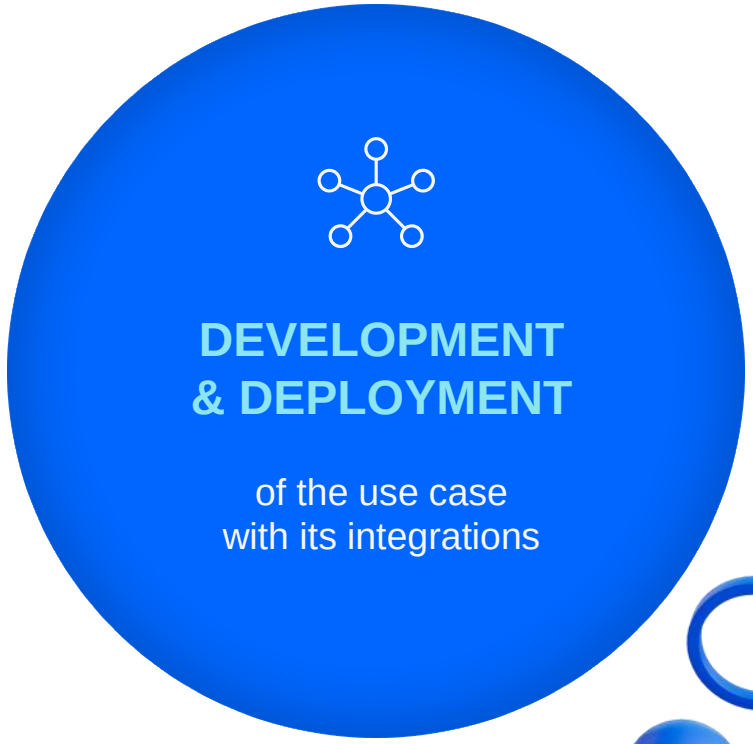


Orchestrating Artificial Intelligence

AI orchestrator shifts the focus from models to business value







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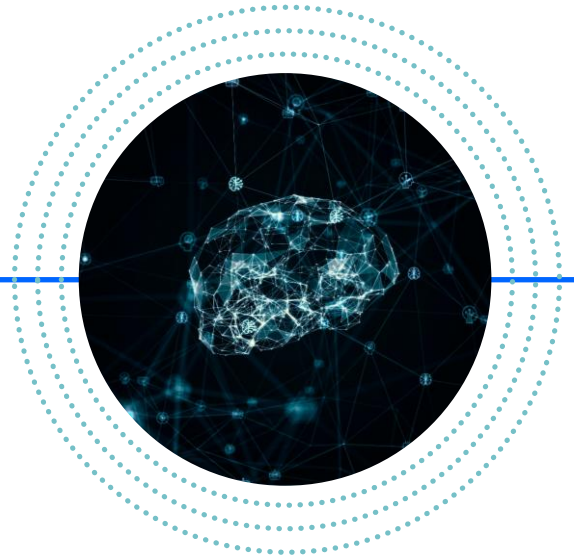

- Tools
- Monitoring
- Explainability
- Aprendizaje por feedback
- Security
- Integrations
- Report
- Context management

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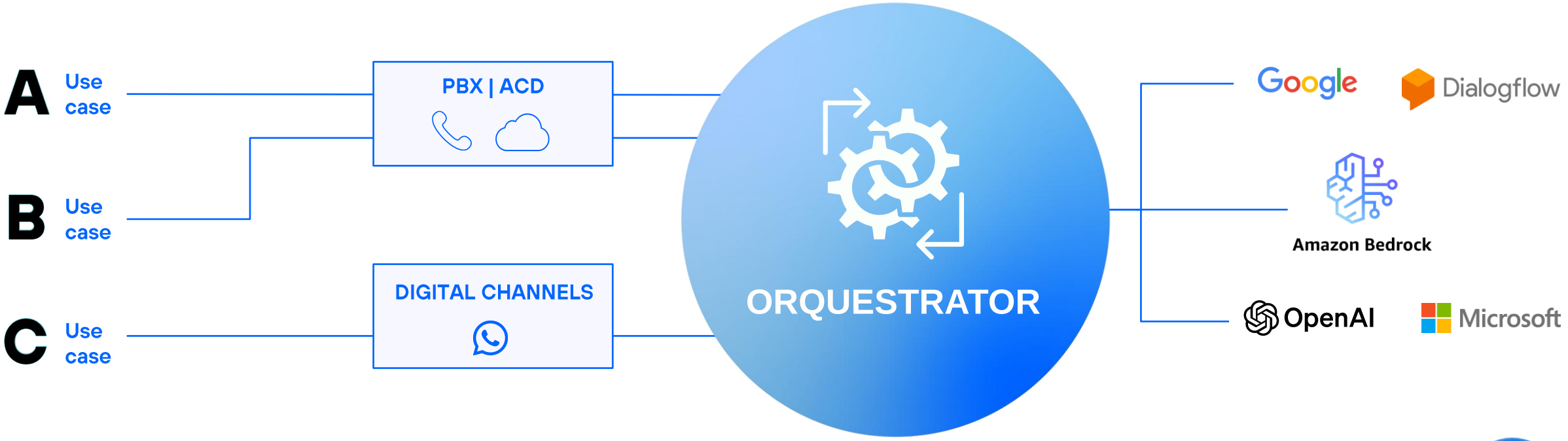

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