

Press release

Telefónica is integrating AI into all its business voice communications

- The operator's unique selling point lies in offering smart voice services directly over standard telephone networks, without requiring customers to switch to another platform.
- The new offering, aimed at large corporations, public sector organisations and medium-sized businesses, helps reduce call response times by an average of 60 per cent, enabling a higher proportion of calls to be answered.

Madrid, 10 August 2026. – Telefónica has integrated artificial intelligence into all its business voice services, from the simplest mobile line to the most up-to-date switchboard, thereby moving towards smart voice.

Its new offering incorporates advanced generative AI features into Telefónica's network, enabling businesses to transform their voice conversations into smart communications, thereby preventing the loss of opportunities and valuable information – all thanks to call transcription and summarisation, as well as the virtual assistant, across all our voice solutions, whether fixed-line or mobile, driving the evolution of communications.

Javier Pascual, Director of Product, Pre-sales and Provisioning at Telefónica España, states: "We are the only operator to offer intelligent call transcription and summarisation for both fixed-line and mobile voice services, making us the best gateway for businesses to access digital technologies. This pioneering solution, which integrates generative AI into standard telephony, enables our customers to summarise and transcribe calls, as well as integrating 100% virtual agents using natural language, thereby boosting productivity and agility".

A cross-cutting approach

Telefónica's new approach is aimed at large enterprises and public administrations, as well as corporate mobile users and medium-sized business customers using traditional or cloud-based voice solutions, such as Centrex IP (the company's fixed-mobile converged voice solution) or Centrex 365 (based on the Microsoft platform and integrated with its collaboration tool), as well as mobile voice solutions.

Among the new features being incorporated into the voice services, intelligent call transcription and summarisation stand out; these will prevent the loss of data and

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information useful to the business, transforming every voice conversation into usable, structured and actionable information.

In addition, Centrex AI has been introduced – virtual agent technology based on advanced language models that enables the incorporation of state-of-the-art generative AI across various channels, not just voice, and can be integrated with the customer's business applications. These assistants have a better understanding of natural language, interpret the context of the conversation and automate recurring interactions, providing faster and more consistent responses to customers.

Added to this is its multilingual capability, with support for over 100 languages and 24/7 availability.

As a result, agents can manage their tasks with 60 per cent greater efficiency, reducing the time spent on repetitive tasks and increasing the service's capacity to handle more calls, with increases of over 10 per cent in the volume of interactions managed. Among the most notable use cases on which Telefónica has worked are those relating to sectors such as healthcare, public administration, retail and industry, with specific applications for appointment management, citizen services and bookings. Specifically, in relation to healthcare services, a WhatsApp agent can help book appointments with immediate confirmation and multilingual support. In the case of local councils, voice agents help resolve common enquiries in different languages and route calls to the correct department; and, in the case of car dealerships, they help manage workshop appointments or vehicle sales.

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