

Press Release

Telefónica creates a virtual assistant to modernise Bizum's customer service

- The new assistant, based on generative artificial intelligence and integrated with Bizum's website and WhatsApp Business channel, provides automated responses to issues, general enquiries and potential scams, with the aim of offering customers more efficient, up-to-date and multi-channel support.
- Its implementation has achieved 90% accuracy in responses and reduced email enquiries for resolving queries or requests for assistance by 30%.

Madrid, 8 September 2026- Bizum has launched a new intelligent virtual assistant, developed by Telefónica through its business unit Telefónica Tech, to modernise its digital customer service and offer more efficient, up-to-date and multi-channel support. With this project, Bizum has achieved 90% accuracy in responses and reduced email enquiries for queries or requests for assistance by 30%.

The virtual assistant is based on generative artificial intelligence and is integrated with Bizum's website and WhatsApp Business channel to complement the service provided by staff and offer customers personalised, continuous support, being available 24 hours a day, seven days a week.

It features a scalable architecture with multiple orchestrated assistants to provide faster and more specific responses to incidents, general enquiries and potential scams, and uses documentation provided by Bizum as a knowledge base to ensure consistent and accurate support.

Telefónica, which is deeply committed to offering more and better services to customers, has also developed an API that queries banks' contact details to automatically refer issues to them which, although received by Bizum, fall under their responsibility. In the case of payment-related issues, the assistant can provide the relevant bank's details and even send an email on the user's behalf to optimise the handling of such issues.

Lorena Poza, Head of Communications, Marketing and Sustainability at Bizum, states: "At Bizum, we are committed to innovation as a lever to continue improving the experience for all users, working hand in hand with banks and collaborating with technology specialists, who enable us to explore new solutions with a real impact. It is not innovation for innovation's sake, but technology with a purpose."

Telefónica, S.A.

Dirección de Comunicación Corporativa

email: prensatelefonica@telefonica.com

telefonica.com/en/communication-room/

Carlos Martínez, Head of Data and AI at Telefónica Tech, says: “We are very proud that Bizum has entrusted us with the development and implementation of an intelligent virtual assistant that enhances its customer service by moving away from pre-programmed responses towards more accurate and efficient solutions based on generative artificial intelligence. This project, which reinforces Telefónica’s commitment to becoming the best gateway for citizens, businesses and public administrations to digital technologies, was completed within three months and is a success story for our ‘Telefónica Tech GenAI Platform’, through which organisations can benefit from this technology quickly and easily”.

About Telefónica

Telefónica is one of the world’s leading telecommunications service providers. The Company is committed to tackling the undeniable challenge of providing citizens, businesses and public administrations with the best way to access digital technologies, helping to drive economic and social development in the countries where it operates. Telefónica offers fixed and mobile connectivity, as well as a wide range of digital services for both residential and business customers. With 299,8 million customers, Telefónica is focused on four key markets: Spain, Brazil, Germany, and the UK.

Telefónica, S.A.

Dirección de Comunicación Corporativa

email: prensatelefonica@telefonica.com

telefonica.com/en/communication-room/