

RCS - Driving value with selfcare

A proactive engagement channel for sponsored roaming

Marcos Rodriguez Gonzalez – Telefonica

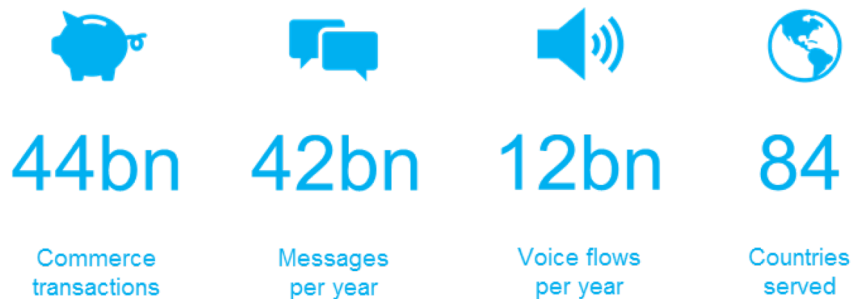
Paul Kingsbury – IMImobile

IMImobile is...

Who we are

- A global cloud communications software and solutions provider
- Bridging the gap between Enterprise in Telco worlds
- 1,100 employees delivering products and services in over 80 countries
- 15+ year partnership with Telefonica
- Listed on London Stock Exchange's AIM Market

At scale

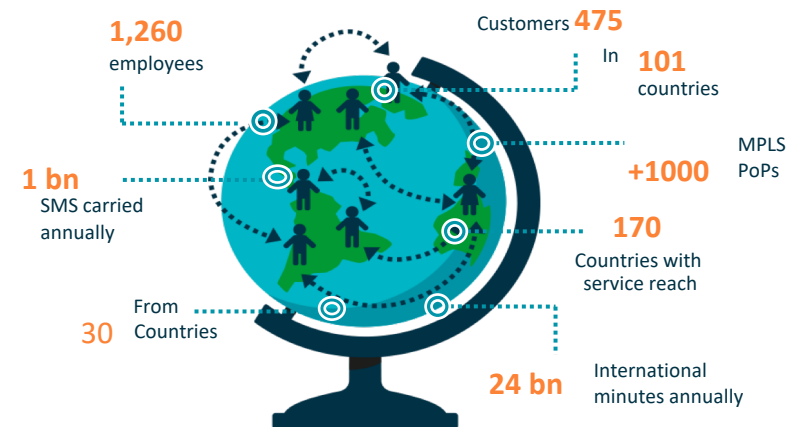


TIWS is...

Who we are

- Telefonica International Wholesale Services (TIWS) provides world-class international wholesale services to fixed and mobile operators, service providers, wholesale carriers and OTT-Media companies.
- Our portfolio includes new Digital platforms and solutions for enterprises, such as Security, Cloud, IoT and Big Data, as well as more established carrier services including Voice, Carrier Enterprise, Mobile and Satellite.
- Best Latin American Wholesale Carrier at the Global Carrier Awards 2018

At scale



Consumer Appetite – Selfcare survey for brand engagement



68%

of consumers prefer messaging channel to contact a business

58%

of customers would be happy to be served by a chatbot if it resulted in a better customer service experience.

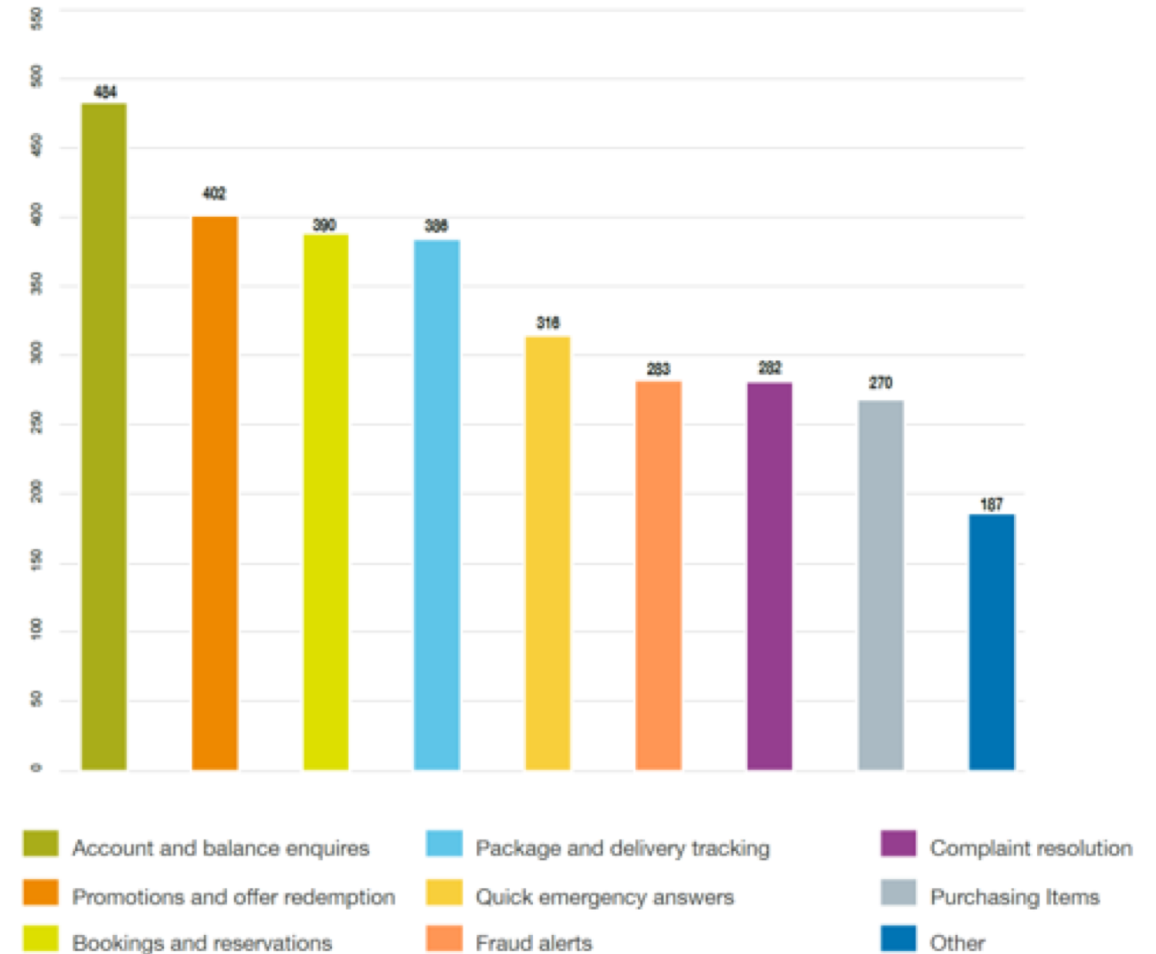
78%

of customers would be willing to wait longer provided they get a proactive acknowledgement their query is being handled.

12%

of customers used FB Messenger as a channel the last time they engaged with a business, versus 11% via SMS

Most useful types chatbot interaction



Enterprise Appetite - Global Retailer's Challenge:

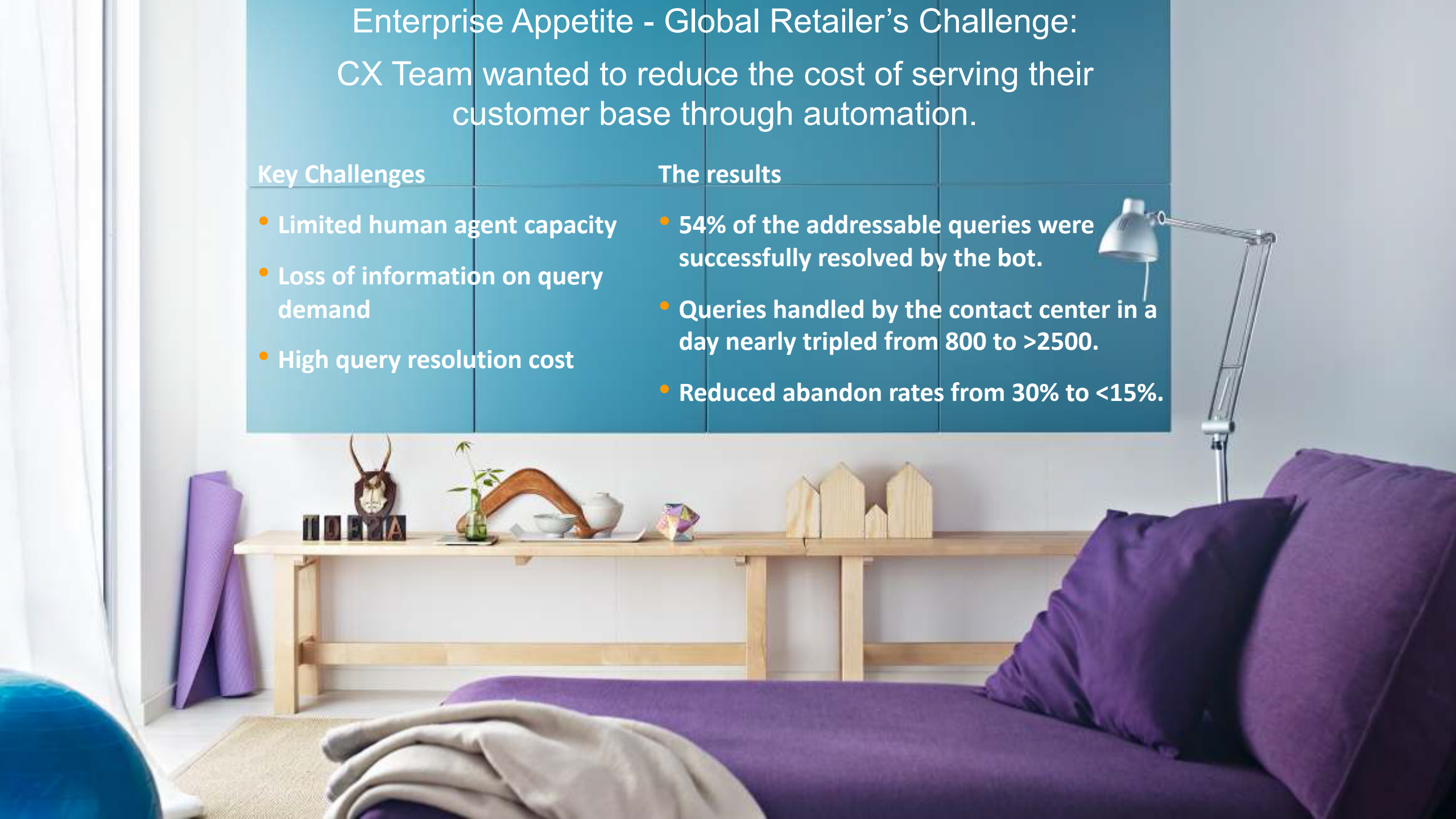
CX Team wanted to reduce the cost of serving their customer base through automation.

Key Challenges

- Limited human agent capacity
- Loss of information on query demand
- High query resolution cost

The results

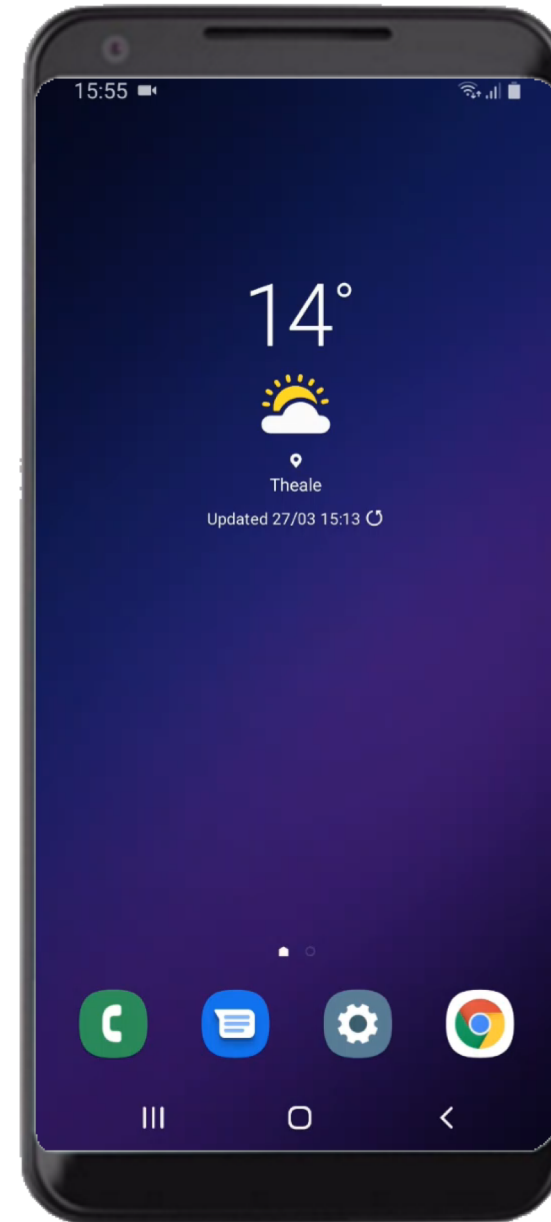
- 54% of the addressable queries were successfully resolved by the bot.
- Queries handled by the contact center in a day nearly tripled from 800 to >2500.
- Reduced abandon rates from 30% to <15%.



RCS in action

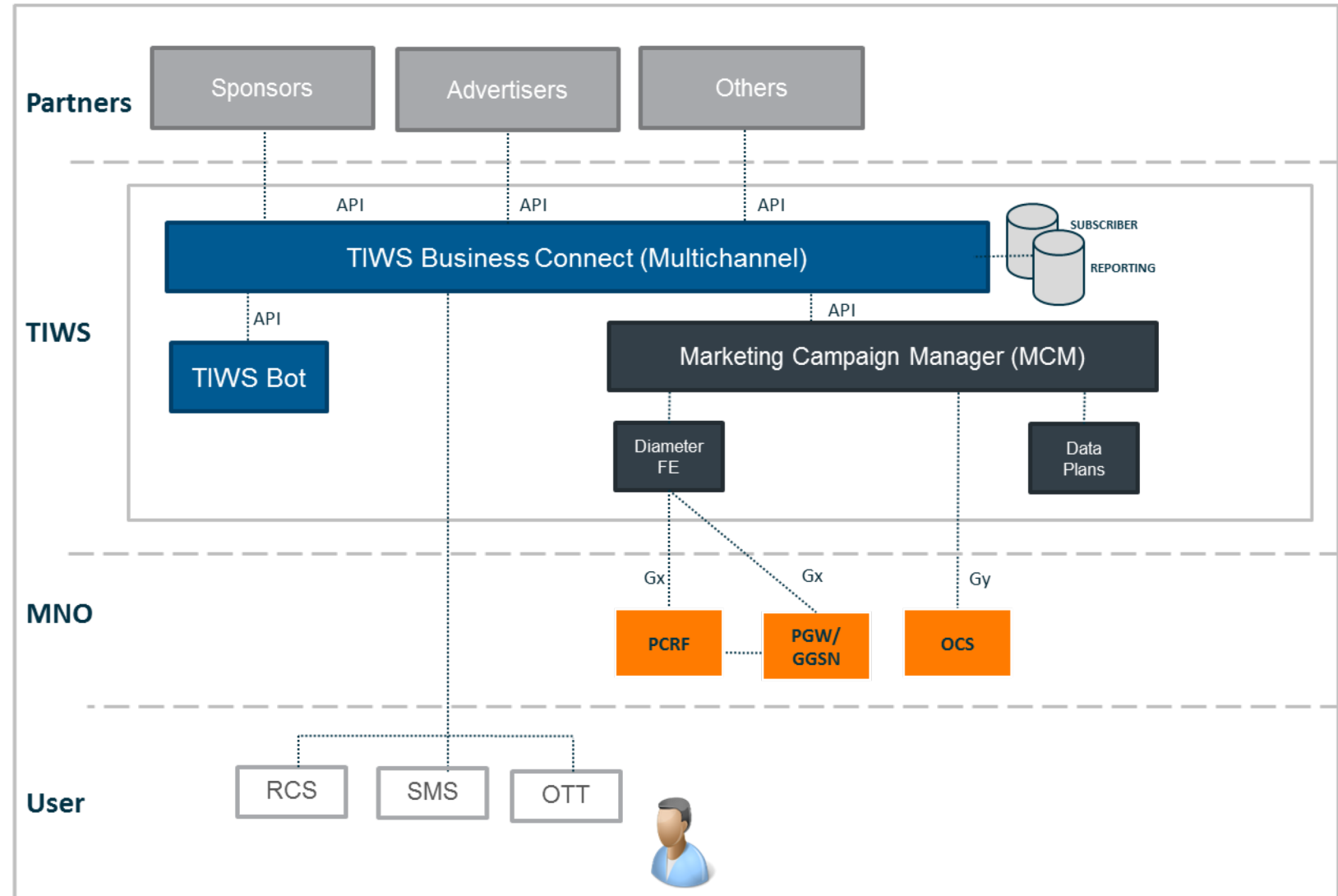
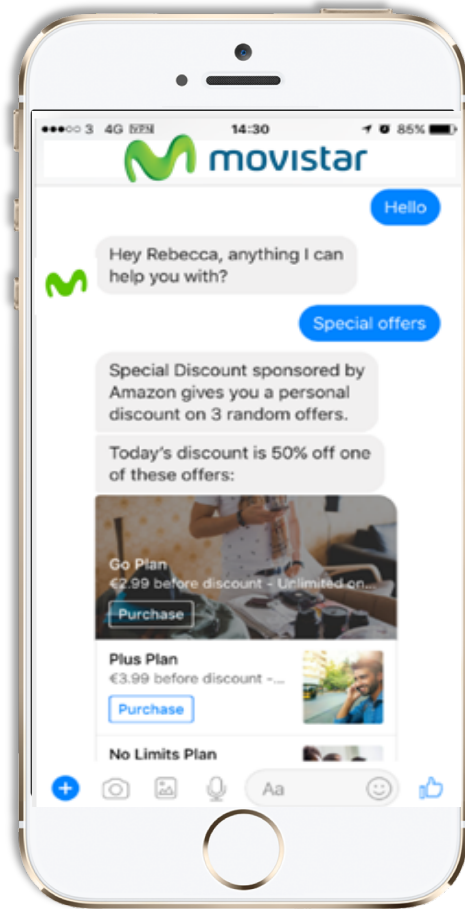


Proactive Engagement for Sponsored Roaming



Enabling Collaboration with partners...

Multichannel Sponsor Roaming – Business Connect + MCM



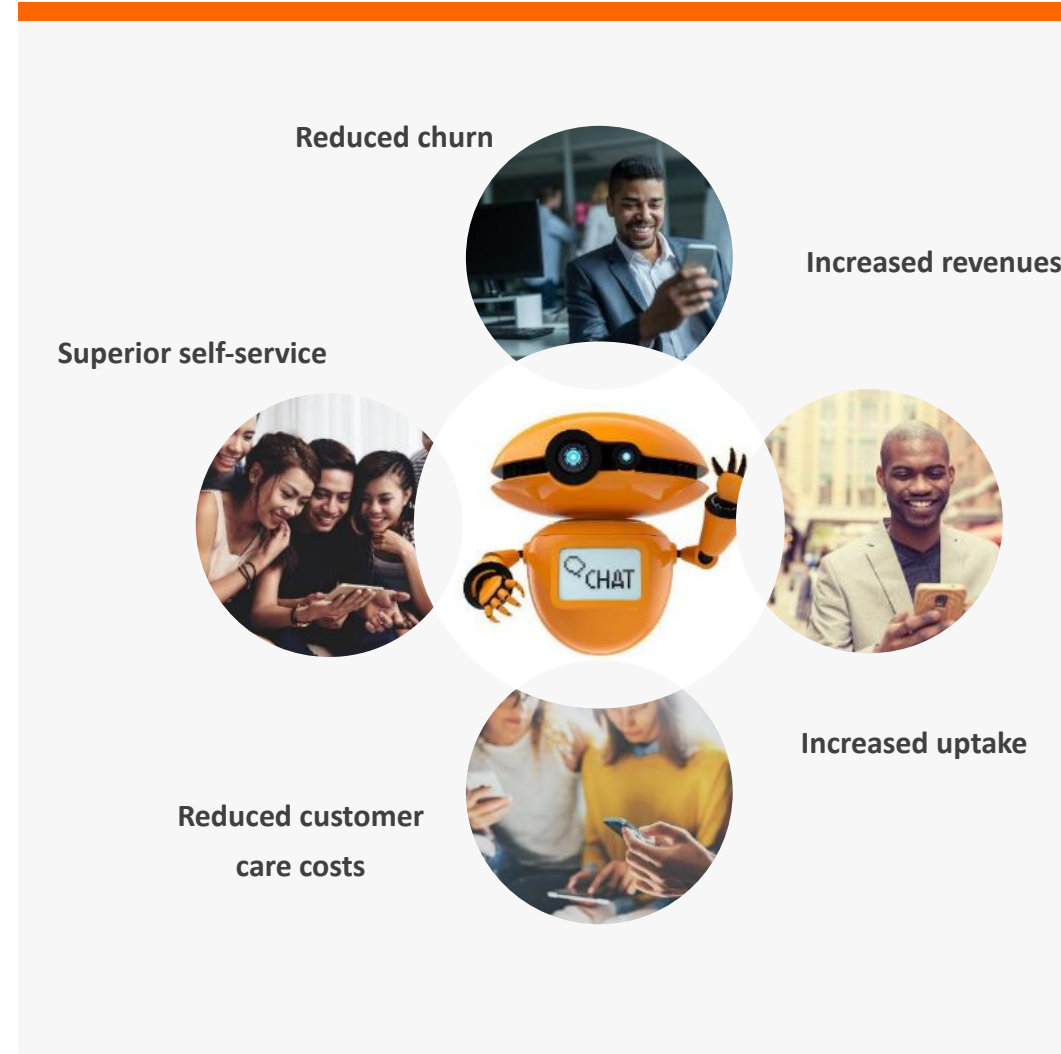
RCS, Chatbots in Roaming Scenarios

New ways to engage, new ways to monetise

➤ Learn more and more about your subscriber with every interaction - tracking usage and preferences and recommending suitable products

➤ Uses

- On-demand conversations/requests
- Problem-solving
- Pop-up personalised contextual offers
- Upselling/cross-selling
- Account and billing queries
- Technical support
- Tailored notifications
- Recommendations
- Gamification
- Polls and surveying



Thanks,
Any Questions