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**COMPLETE**

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## Page 1: COMPANY INFORMATION

**Q1** Is this nomination for your own organization, or are you submitting a nomination on behalf of another organization? **My Organization**

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**Q2** Primary Contact Information:

Contact for Award Process	<b>DAIANA RODRIGUES DE CAMARGO PETRINI</b>
Organization Name	<b>Telefônica Brasil</b>
Job Position/Title	<b>Consultant</b>
Email Address	<b>daiana.petrini@telefonica.com</b>
Phone	<b>5511976084960</b>

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**Q3** Secondary Contact Information:

Contact Name	<b>Daiana Petrini</b>
Organization Name	<b>Telefônica Brasil</b>
Job Position/Title	<b>Consultant</b>
Email Address	<b>daiana.petrini@telefonica.com</b>
Phone	<b>34304600</b>

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**Q4** Who should the CXPA contact to obtain the right to publish the nominated organization's branding profile, including logo, key metrics and potential winner's information? (Skip if information is the same as above)

Contact Name	<b>Daiana Petrini</b>
Organization Name	<b>Telefônica Brasil</b>
Job Position/Title	<b>Consultant</b>
Email Address	<b>daiana.petrini@telefonica.com</b>
Phone	<b>34304600</b>

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## CX INNOVATION AWARDS 2019

**Q5** Select the Industry which best describes the nominated organization (Please select one):

**Other,**  
Other (please specify):  
Telecommunications

**Q6** Which regions does the nominee organization work in? (select all that apply):

**South  
America**

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### Page 2: CX INNOVATION AWARD APPLICATION

**Q7** Title for Innovation:

Bots Training Center

**Q8** Describe the Innovation: Why and What was the idea that this organization was trying to change or create to bring value or resolution to a customer's pain point?

Lately, Vivo's been going through a huge digital transformation, with the development of new digital channels that are supported by Artificial Intelligence. The customers' demand for those channels grows in a fast way, to doubts' explanation, services or buying new products. With this movement, we noticed the need of having a focused department working on those channels, because we believe that they are the future of the relationship with the customers.

Given this scenario, we created de Bots Training Center, or "Centro de Treinamento de Bots – CT Bots" (in portuguese), a Content Curator department, which the main challenge is to ensure that the Bot understands the customers' necessities and the answers' assertiveness in those channels. Besides that, it is important to secure that the customer have a simple, fluid and personalized experience. And, for this to happen, they work systematically to keep the knowledge database updated and identify new opportunities. It is a cyclic process.

The department is formed by highly prepared professionals, who master the Customers' Services processes and also by linguists with great expertise in Neurolinguistical programming.

**Q9** Describe how this organization did things differently as part of identifying, testing and implementing the idea considering the following: Methodologies and tools used

The creation of the "Centro de Treinamento de Bots" (Bot Training Center), or simply CTBots, is na innovative initiative in the telecommunications market and ensures a better customer experience in our channels that uses artificial intelligence.

To compose the team, a rigorous selection was carried on to choose the best professionals of our customer services. The selected ones passed by a intense training.

CTBots' working model was based on feedback from customers already using our digital channels and on company initiatives to create more humanized, personalized experiences.

CTBots has different cells with specific training:

Assertiveness Audit - Measures accuracy of intention understanding.

Satisfaction Survey - Analyzes origin, motive and content of the doubt, problem for actuation, improvement in customer experience.

Knowledge Base Review - Monitor the launch of new products and services, reviewing AI content.

Channel Testing - Ensures perfect operation with tests performed daily in the service channels.

Chit Chats - Analyzes AI behavior on responses not found in the database and triggers responsible areas for content improvement.

With the insights of CTBots, recurrent forums are held with the areas involved that can improve flows, phraseologies, need for new services and other opportunities.

**Q10** Describe how innovative the idea or solution is considering the following: How unique or different the idea or solution is across the industry How has it advanced CX and awakened others inspiration and interest in CX?

CTBots is an unprecedented initiative in the telecommunications market. The new area aims to improve the quality of service provided by Aura, Vivo's Artificial Intelligence, making it respond to customer questions with increasing assertiveness. The systematic work of CT Bots ensured an assertiveness of more than 80% since its launching arousing the curiosity of other areas, companies from other segments that come to us to know more details about the initiative. With the Ctbots inputs we have identified the need to bring CX and UX experts to our team as well as linguists to help build the journeys with natural language. An important advance is the ability to adapt the regionalities, accents and expressions of the different points of Brazil, bringing greater proximity to the client with the Company.

In addition, we understand that with its creation, a new profession "teachers / bot teachers" is born, where human teachers train the robot, one of the positions most coveted by Call Center operators.

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**Q11** Describe the benefits achieved and/or CX improvement of the innovation considering the following:

What factors were used to quantify and measure the improvement success?

**To measure group efficiency, we developed scorecards that show the level of BOTS assertiveness and customer growth.**

What impact did the product or service have on the customer and how was this measured?

**Significant increase in the demand for the digital channels that use the Artificial Intelligence. Today, it already serves more than 1.5 million customers per month, and since February, it has recorded more than 17 million interactions with Vivo customers, with retention of more than 80%**

What impact did the product or service have on the employees, and how was this measured?

**With the creation of CTBots, representatives began to see the opportunity of a new career plan. The role of "Bot Instructors". Different than many people think, with increasing demand for digital channels using bots, "human" professionals did not feel threatened. AI training does not end with a high hit rate because "human teachers" still need to teach new procedures on an ongoing basis. The professionals also understand that this digitization is part of a natural movement of the companies and that new opportunities and professions like that will arise. In addition, there has also been a change in organizational culture in seeking innovations and new technologies that contribute to the improvement of Vivo's AI.**

As a result of the innovation how did it change the business operating norms?

**We have changed the way we relate to our customers. We created new professions. We understand that the Bots Training Center is the model of Future Relationship, covering most of the services and leaving only more complex reasons for the traditional call center service.**

CX INNOVATION AWARDS 2019

**Q12** Please describe the 'before' and 'after' success metrics that were used to determine this newly innovative approach was successful:

The Training Center started with a team of 6 people and in 4 months has already tripled this number due to the great demand for the channels.

- We have registered since February, more than 17 million customer interactions

- Assertiveness, which measures whether Artificial Intelligence correctly understands customer doubts and associates or processes the most appropriate response to the need, has grown by more than 20% in a few months to an accuracy of over 80%.

**Q13** Which types of work is the innovation focused on? (select all that apply):

- Customer-Centric Culture,**
- Voice of the Customer, Customer Insight and Understanding**
- ,
- Organizational Adoption and Accountability**
- ,
- Customer Experience Strategy,**
- Experience Design, Improvement and Innovation**
- ,
- Metrics, Measurement, and ROI**

**Q14** Supporting Documents:

**CX Innovation Awards - Bots Training Center.pdf (1.6MB)**

**Q15** Additional Supporting Documents:

**Respondent skipped this question**

**Q16** Describe the Supporting Documents: If attaching supporting documentation above, please be sure your description is clear as to what the supporting document contains and how it pertains to this Innovation Award nomination.

**Respondent skipped this question**