

Transformando la Experiencia Digital

Desayuno Ejecutivo y Presentación de Negocio

San Jose, CR

23 de Octubre | Boutique Hotel - Parque del Lago

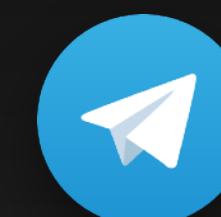
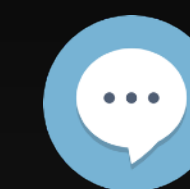


Iván Sixto

CEO | Socio Fundador

Experto en Telecomunicaciones y Canales Digitales

Organiza:



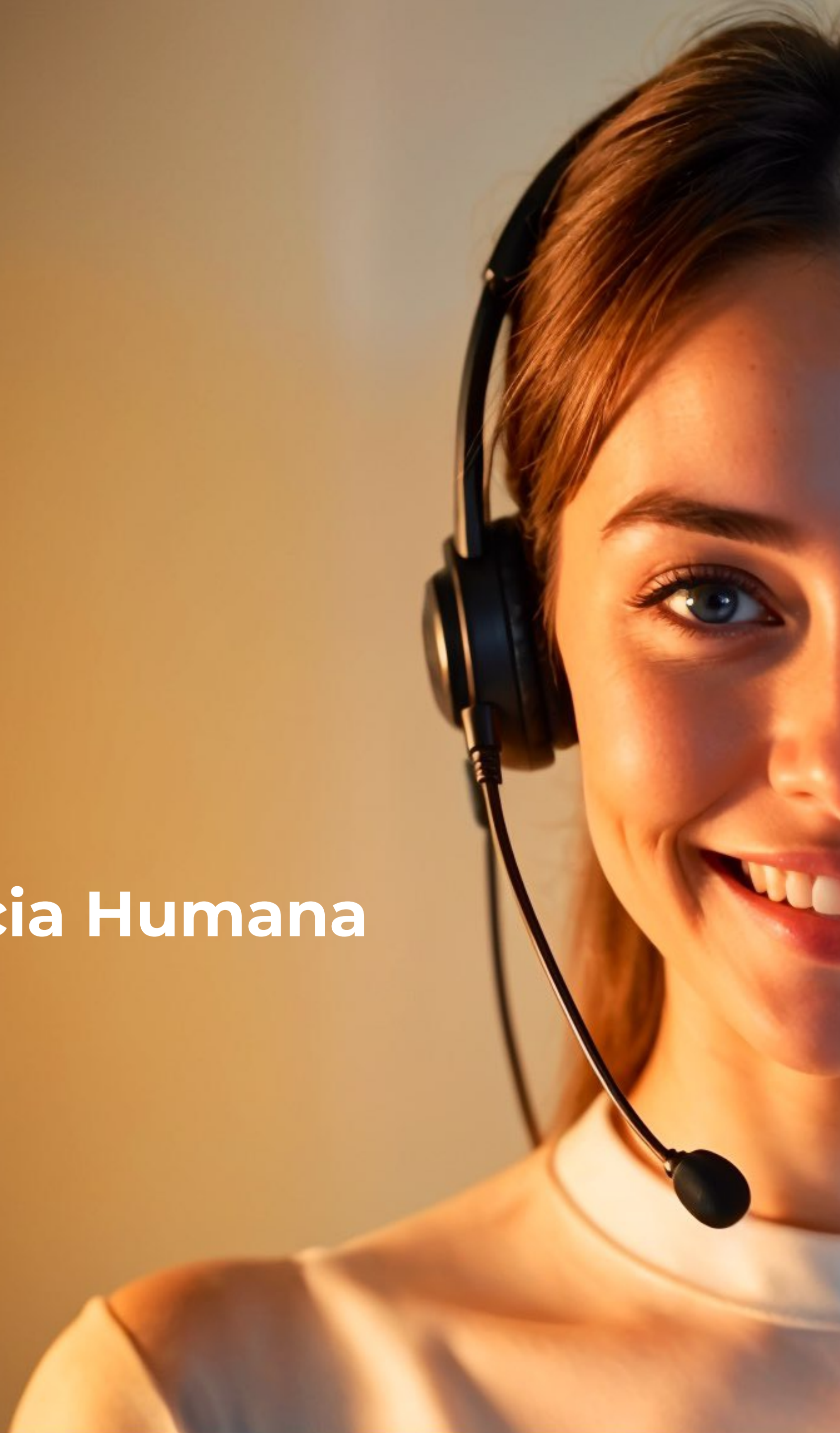
Interactive **Powers**

Innovación, humanización, Estrategias para potenciar la Atención al Cliente



IH

Inteligencia Humana



Conectada



59%

Consumidores LATAM dejan una marca en la 1ª mala experiencia

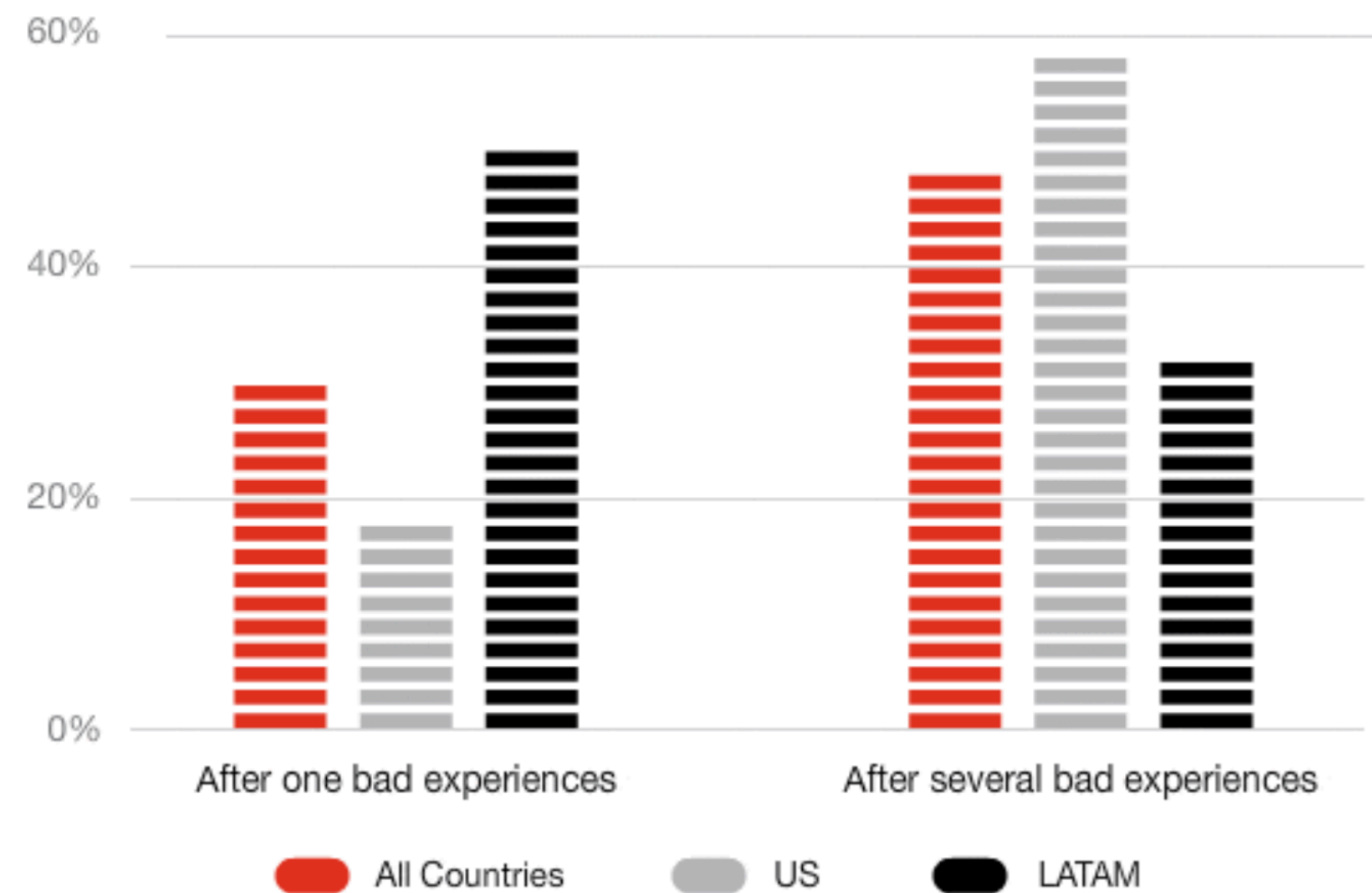




17%

Consumidores US dejan una marca en la 1ª mala experiencia

When do consumers stop interacting with a brand they love?



Q: At what point would you stop interacting with a company that you love shopping at or using?
Source: PwC Future of Customer Experience Survey 2017/18

Bad experiences are driving customers away—faster than you think

If you think you'll have plenty of time to get it right because you're a beloved brand, think again. Imagine losing one-quarter of your customers in a single day. For good. Because that's exactly what could happen after just one bad customer experience. In the U.S., even when people love a company or product, 59% will walk away after several bad experiences, 17% after just one bad experience.

32% of all customers would stop doing business with a brand they loved after one bad experience. In Latin America, 49% say they'd walk away from a brand after one bad experience.

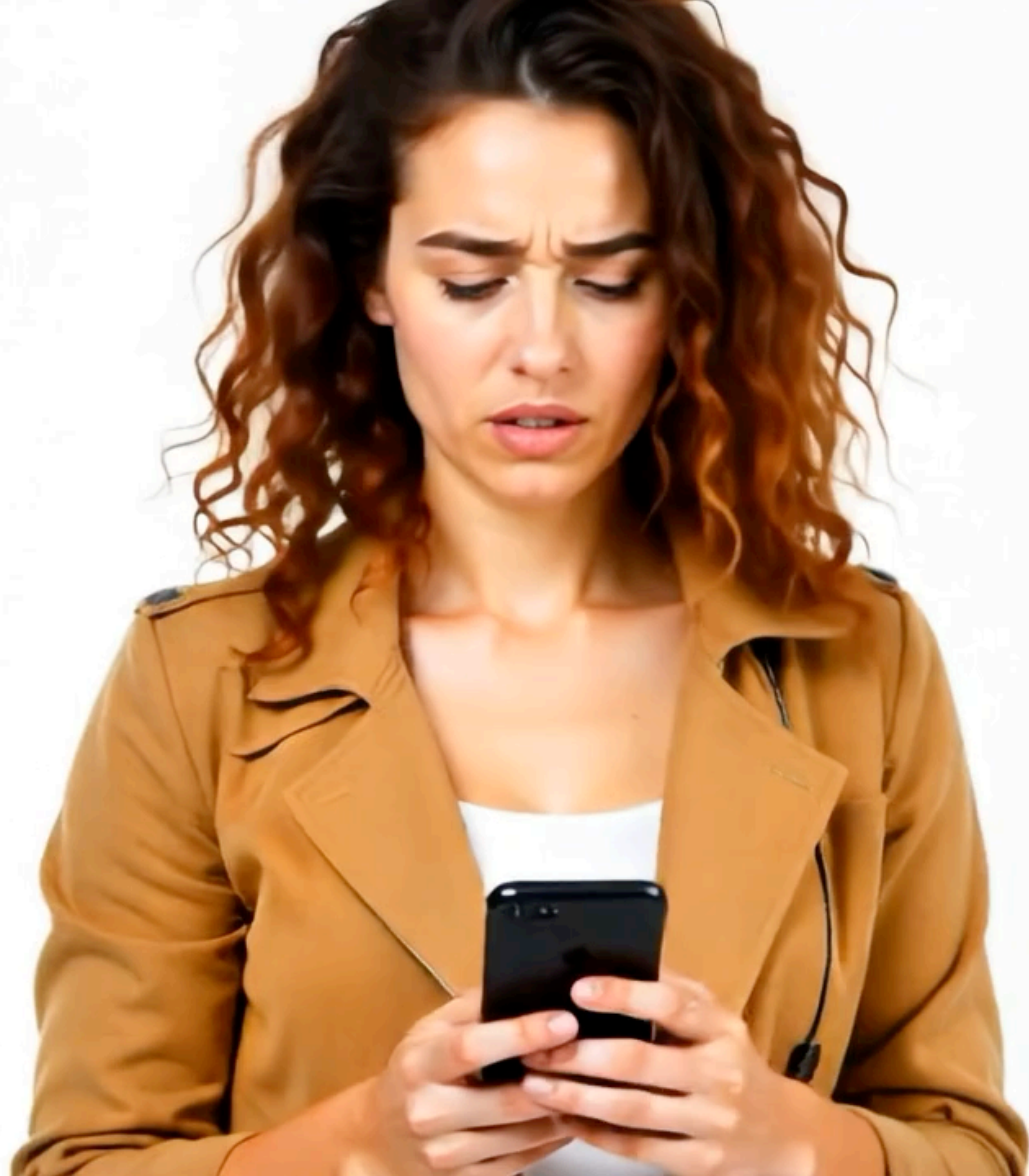
[Get the details](#)





54%

Resolución en el Primer Contacto es la prioridad Top 1 del consumidor





32%

Empresas que consideran la Resolución en el Primer Contacto

The State of Customer Experience report

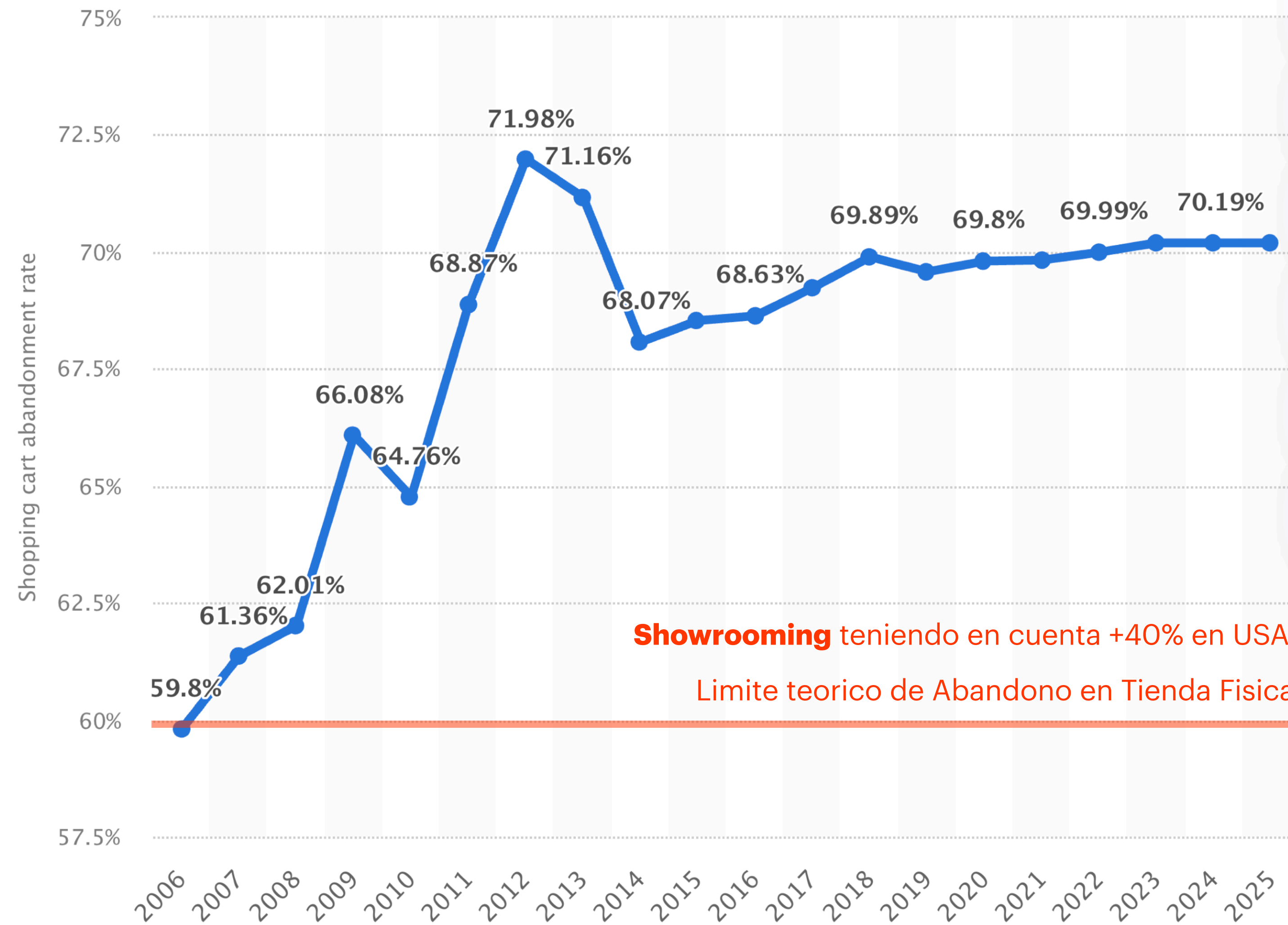
We surveyed **5,232** consumers and **1,181** CX leaders on the state of customer experience.





70%

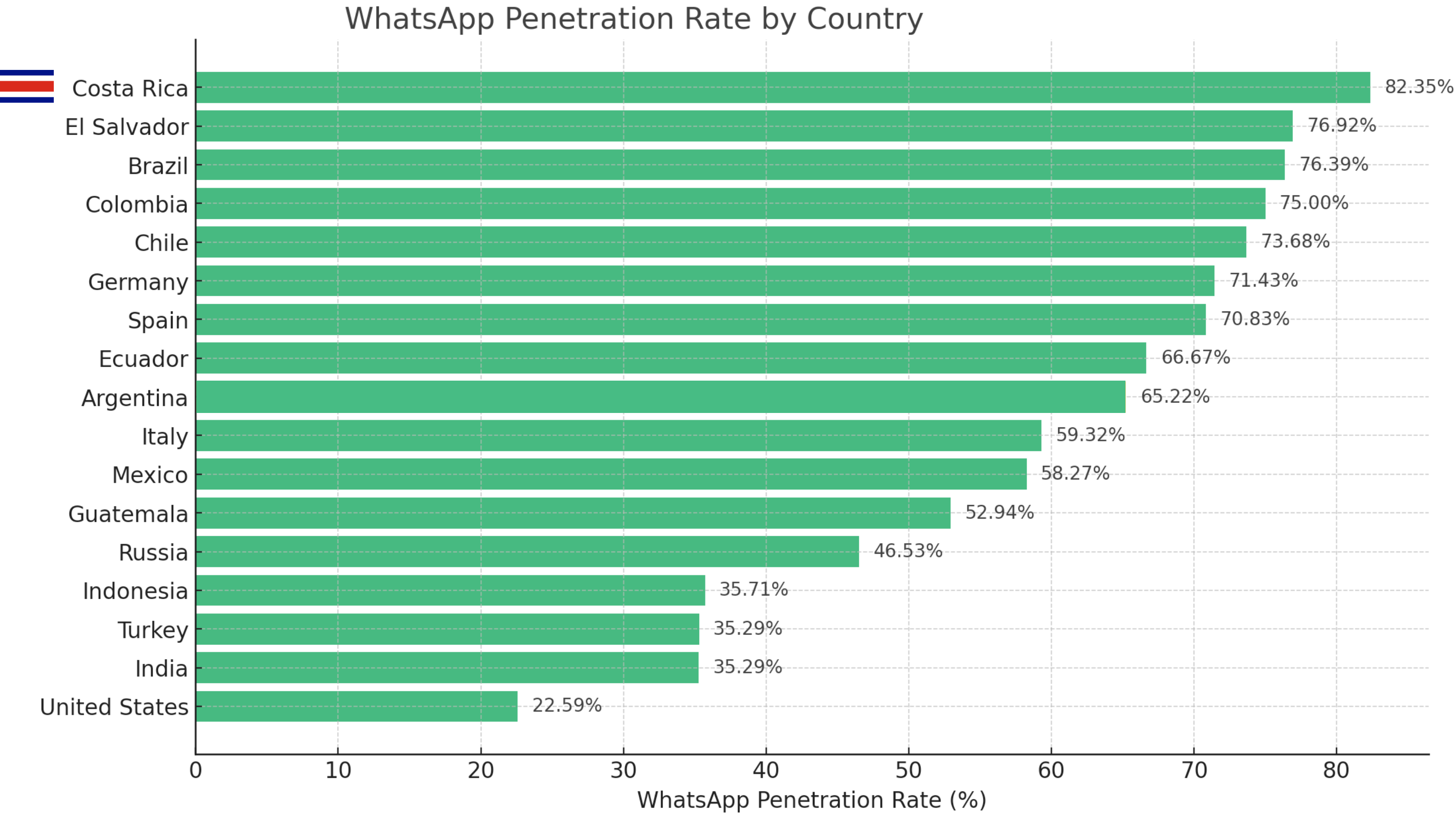
Ratio de Abandono de Cestas de Compras Online





83%

Penetración de WhatsApp en la población de Costa Rica 🇨🇷





Automatización

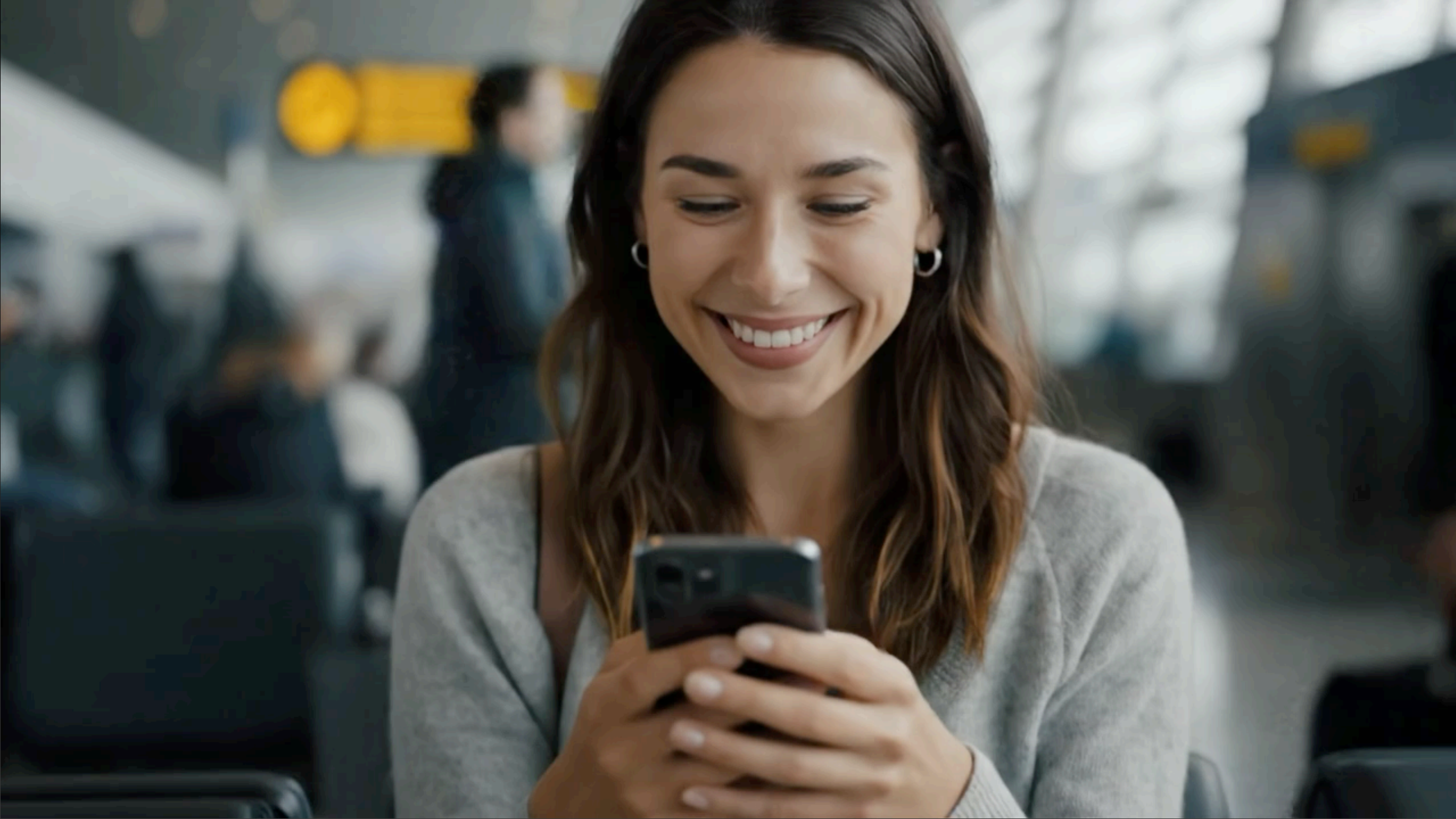
Chatbots, WhatsApp...

**Mayor eficiencia, no siempre es
mayor satisfacción...**



- ✗ **Con Menús repetitivos**, rígidos, largos e incompletos
- ✗ **Con Respuestas fuera de contexto**, limitadas o imprecisas
- ✗ **Sin permitir poder contactar un agente** humano (Chat)
- ✗ **Sin derivar a Canales Directos** o Tiempo Real (Teléfono)
- ✗ **Sin respetar Privacidad y Seguridad** de los Datos Personales

Escalación Fluida | Seamless Scalation



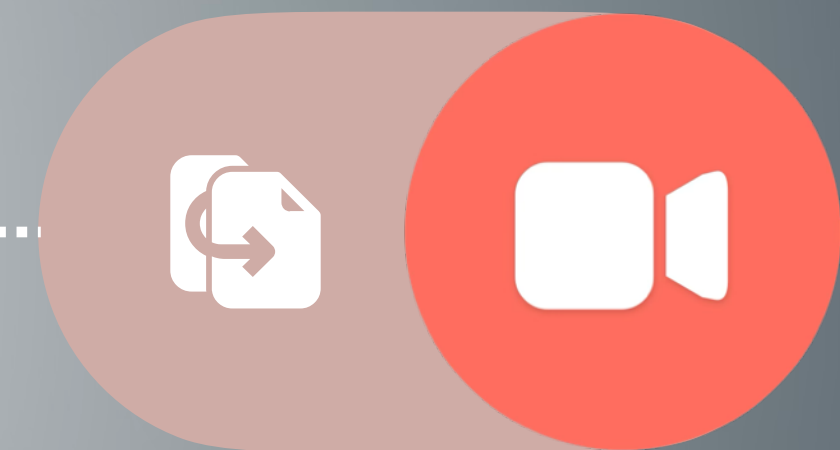
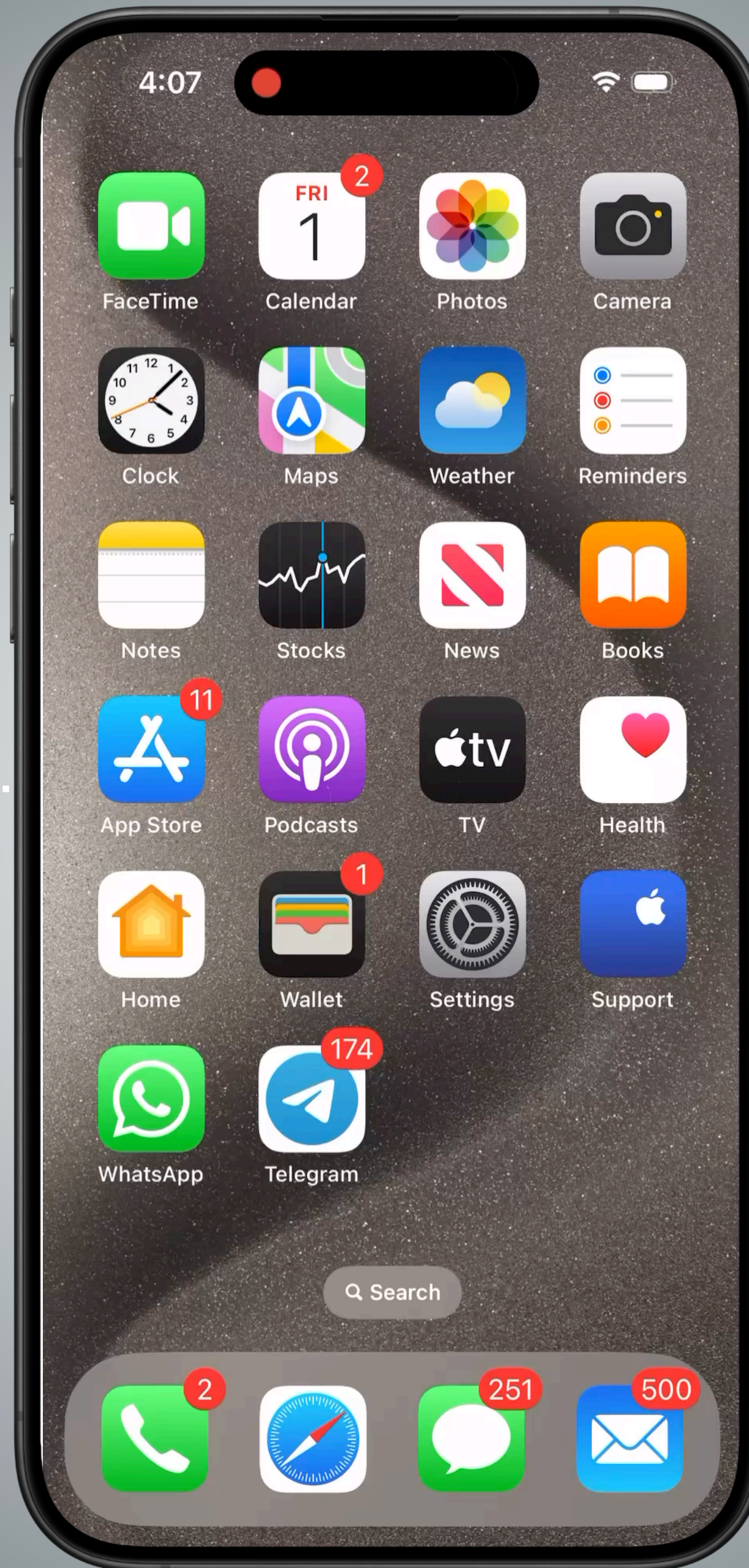


SPLIT WhatsApp & Messaging

Interactive **Powers**



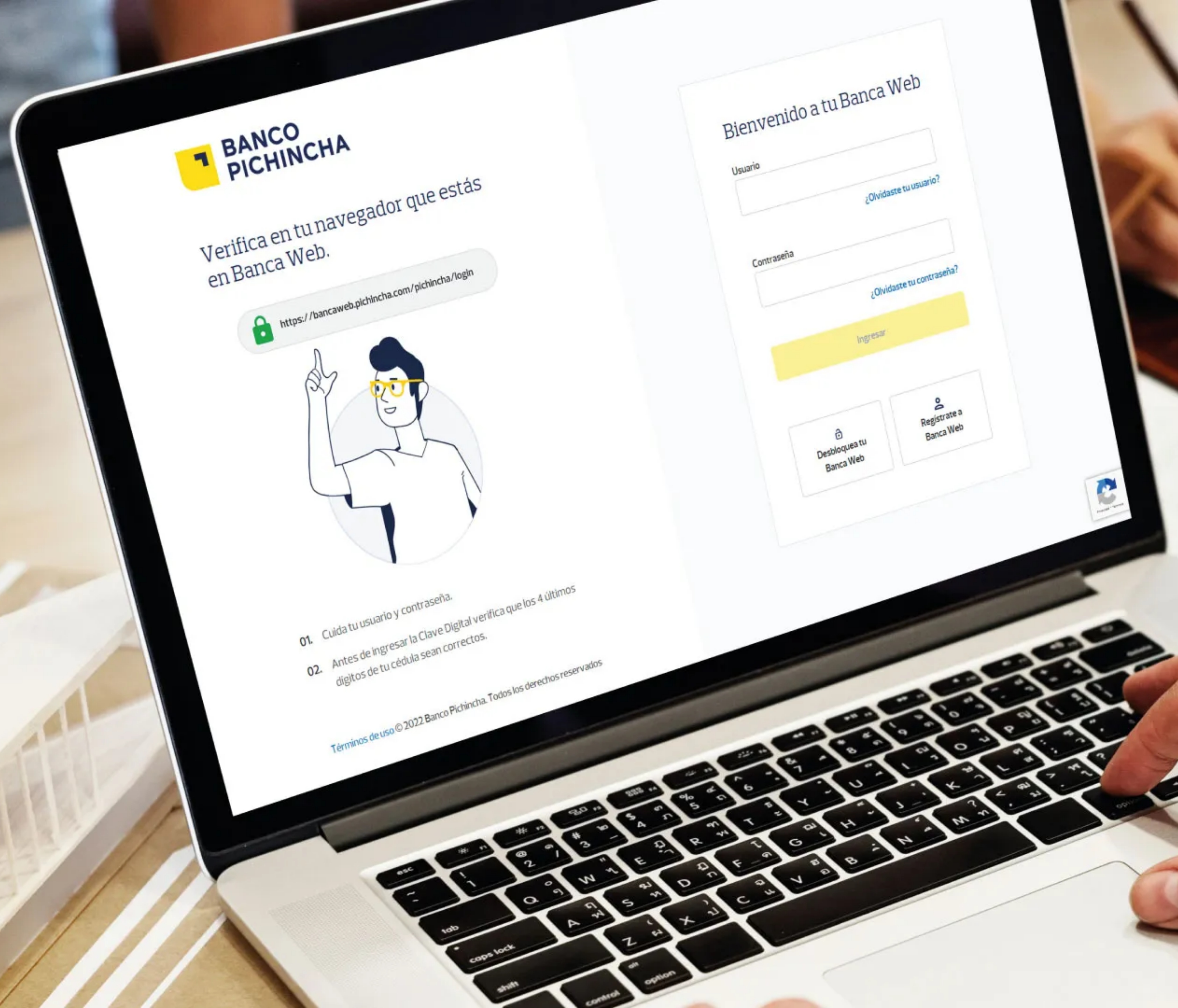
WhatsApp



Video Calling







2

Omnicanalidad

Resolver la Paradoja...

**Muchos canales, puede significar
menos conectividad real...**

Apple Store Online - Apple

www.apple.com/store

Help is here. Whenever and however you need it.

APPLE SPECIALIST
Shop one on one with a Specialist. Online or in a store.

TODAY AT APPLE
Explore Apple Intelligence
Come try it for yourself in a free session at the Apple Store.

TODAY AT APPLE
Join free sessions at the Apple Store.
Learn about the latest features and apps with your Apple devices.

Guided Video Shopping
Shop live with a Specialist.
We can help you choose the product you need while guiding you through the online Apple Store. You won't appear on camera. Available 7 a.m.–7 p.m. PT.
[Shop together with a Specialist >](#)

Trade in your old device. Get credit toward a new one.

Get a personalized shopping experience in the Apple Store app.

Customize your Apple Store and create your style of shopping.



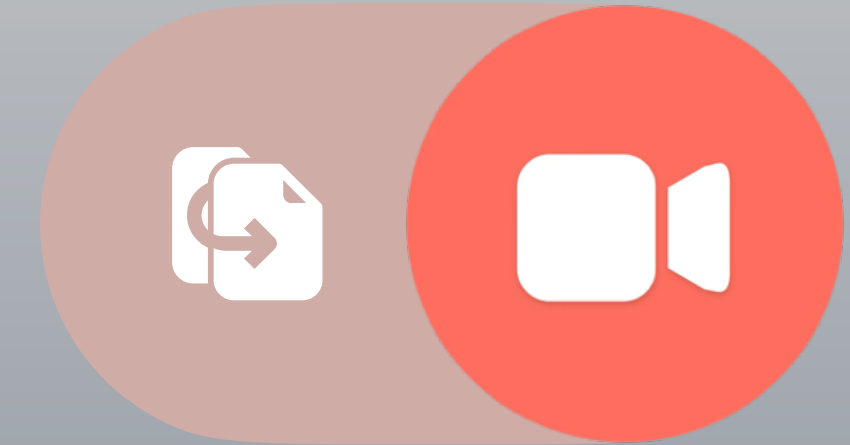
Escalación Fluida | Seamless Scalation

SPLIT Forward & Reverse

Interactive **Powers**



Voice Calling



Video Calling



SPLIT







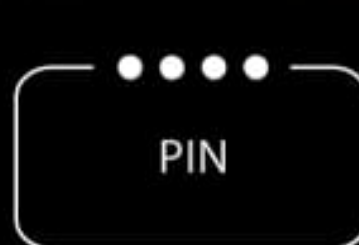
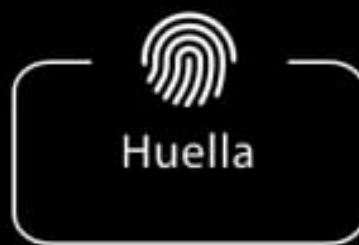
50 AÑOS



Llegamos con visión
y llenos de sueños.

Conoce más

Ingresa a Banca Móvil



Puntos de Atención | Ayuda

V 1.69



WIP - Transferencias

WIP

Afiliate



Transferencias



Ajustes



Wip - Afiliación

Wip

Transfiere en un Wip

Envía y recibe dinero de forma rápida,
y segura, solamente con tu número
teléfono.

Tus datos siempre están protegido

¡Afiliate ahora!

Comencemos

3

Phygital

Experiencias Físicas y Digitales

Interactive **Powers**

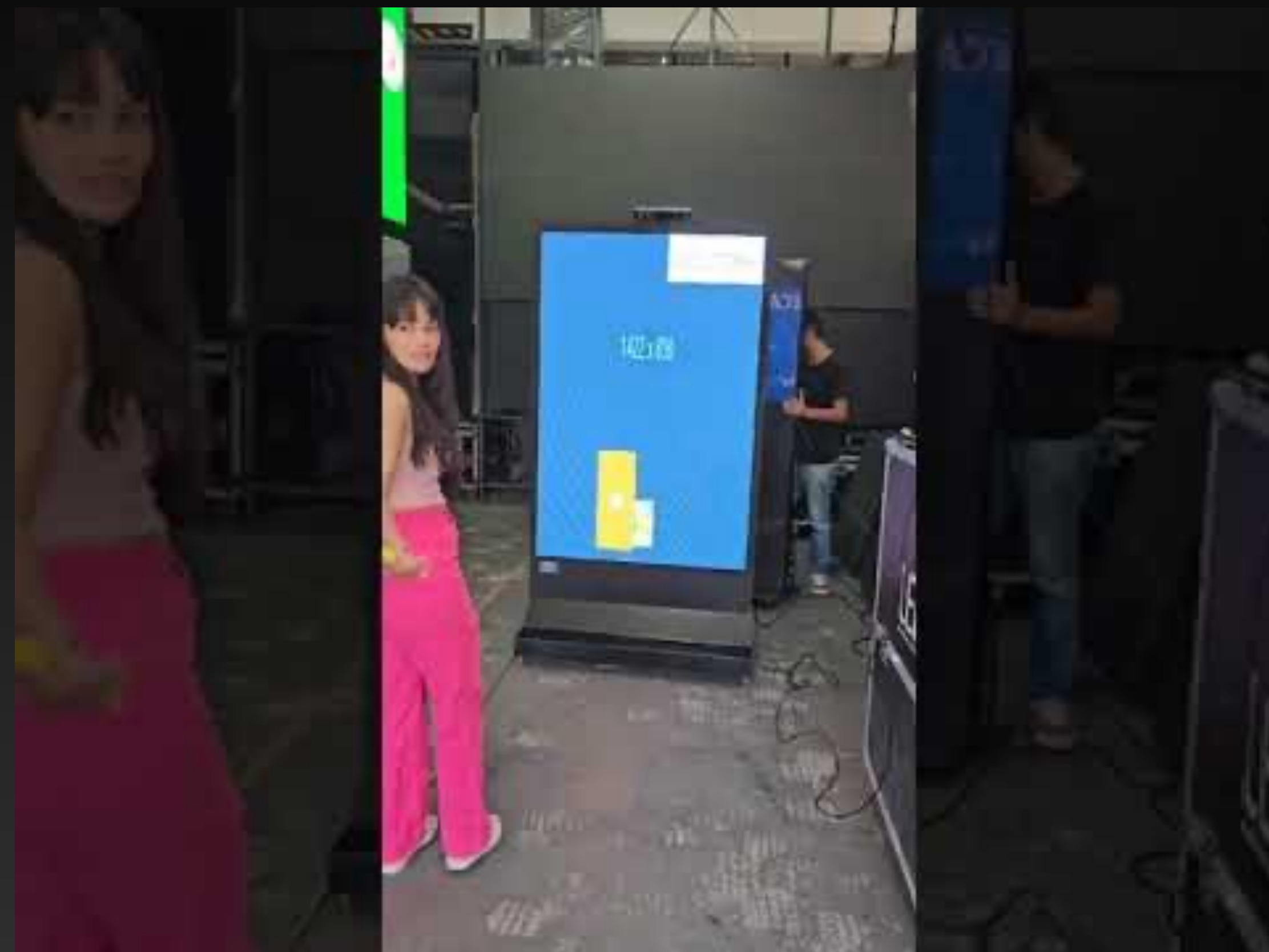
**Cuando el canal Digital potencia
el modo Presencial...**



 eletromidia







Telepresencia | Videollamada Transactional



**Oficinas
Concesionarios
Locales Comerciales**



Agentes Distribuidos

Aprovecha los recursos de otros centros

Centro de Contacto



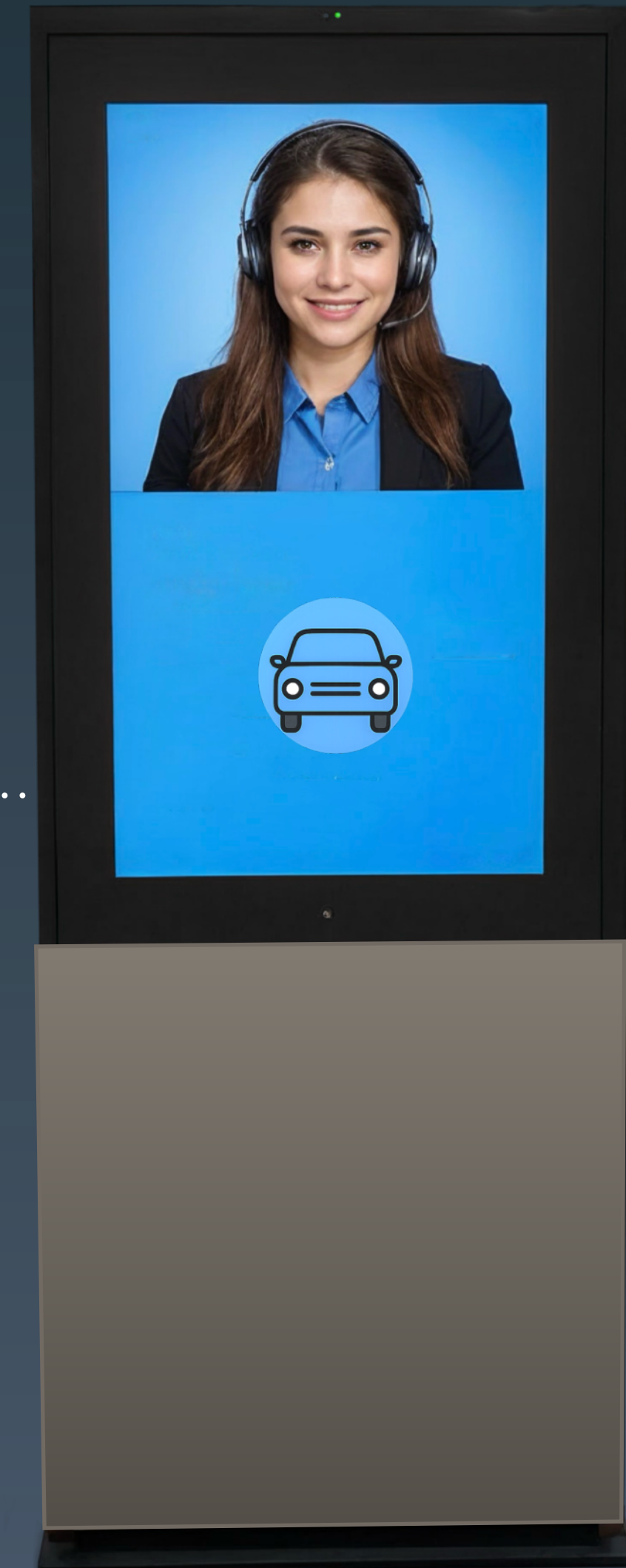
Agentes Centralizados

Aprovecha más turnos y/o operativa externa



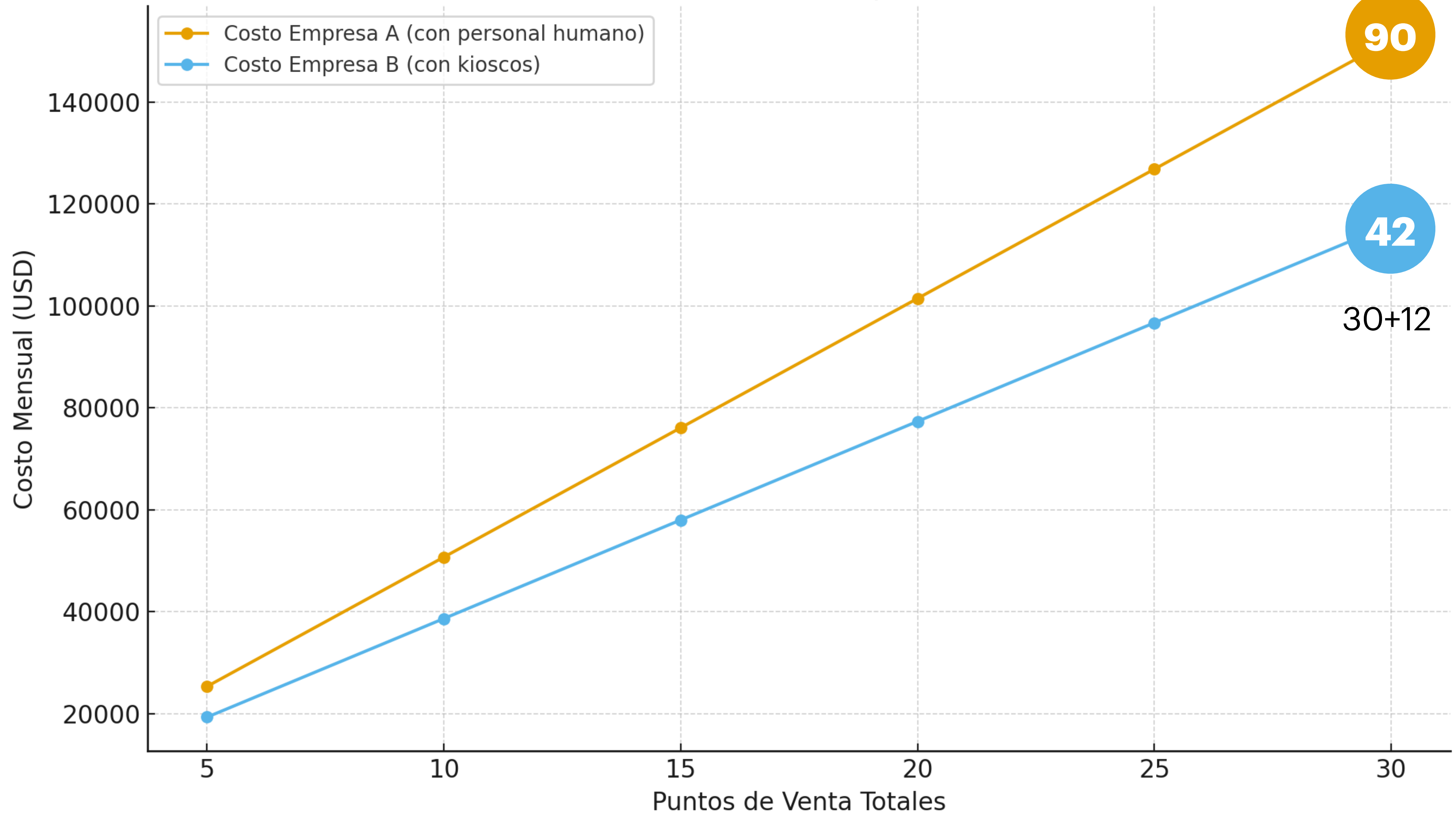
Internet

WIFI | 5G | LTE



Kioscos

Evolución de Costos Mensuales - Empresa A vs B (Ahorro 24%)

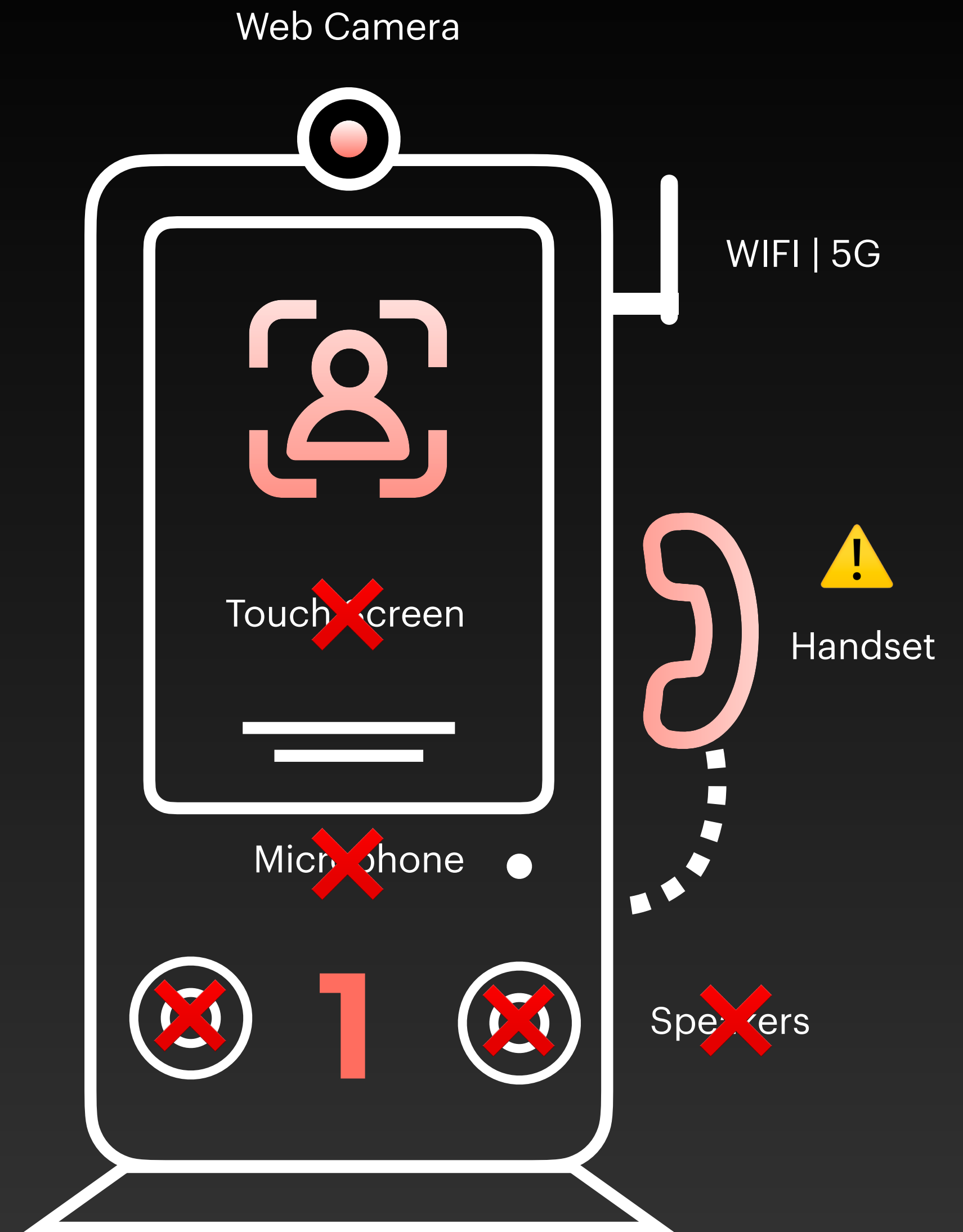




24%

Reducción de Costes Operativos

Multimedia Kiosk

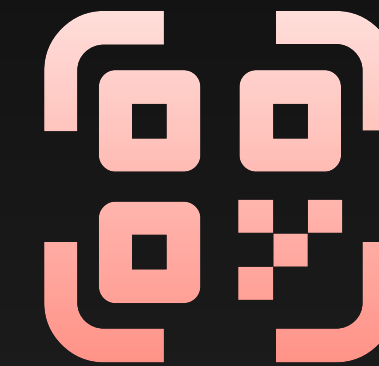
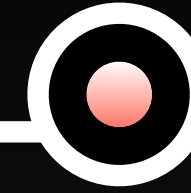


Multimodal Kiosk



NEW

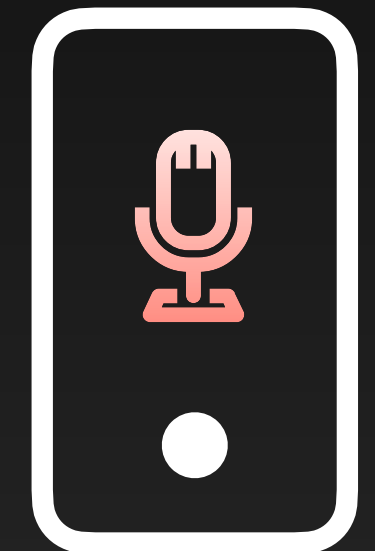
Web Camera



QR Code

2

WIFI | 5G



Smartphone

Kinetic Kiosk





SPLIT Remote Viewer

Interactive **Powers**

Automóvil

Asesor de Venta Remota



Turismo

Guía Turístico Remoto



Retail

Personal Shopper Remoto

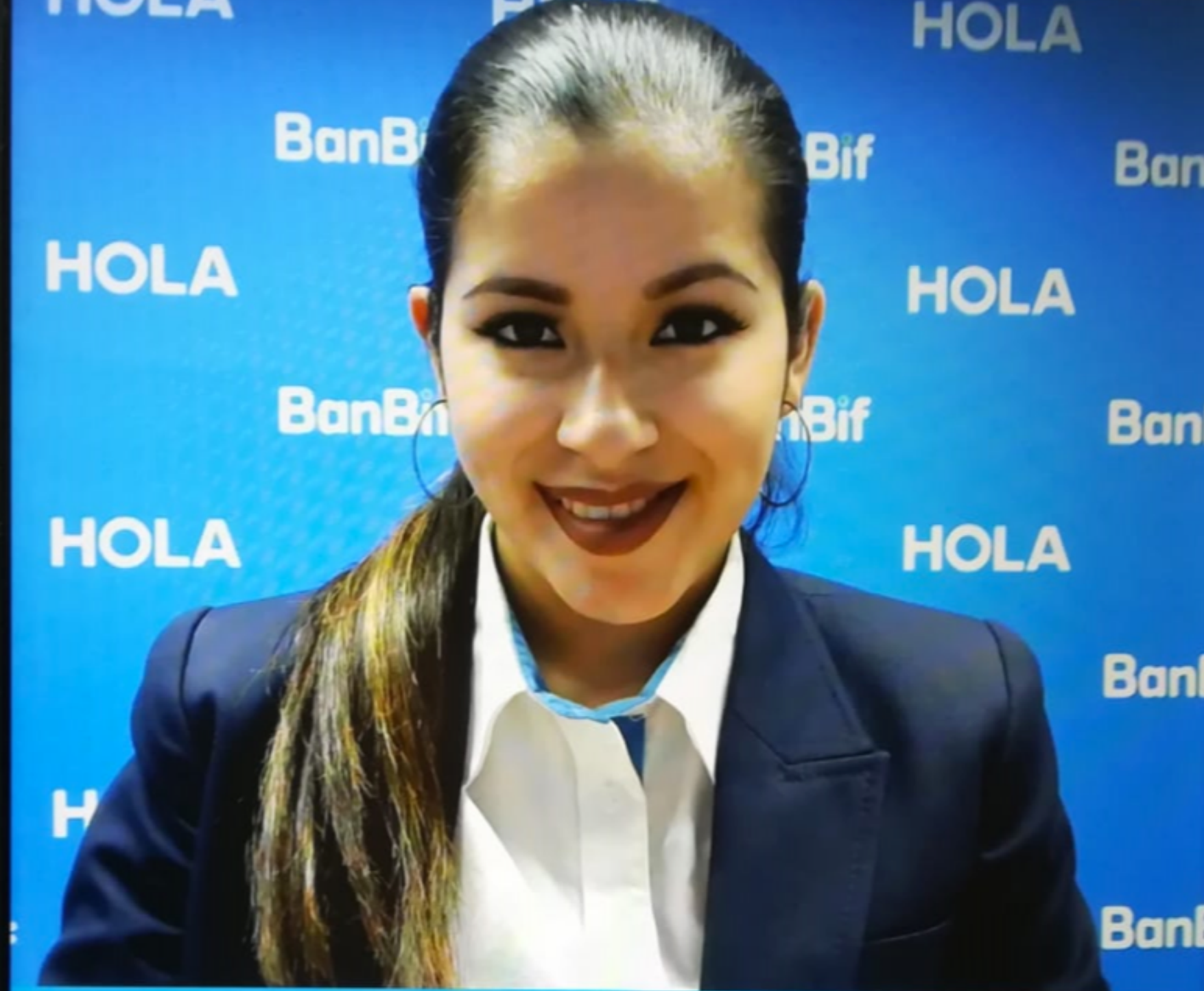


Telecom

Asesor de Productos







Para Comunicarte con un asesor presionar
el icono y levanta el auricular



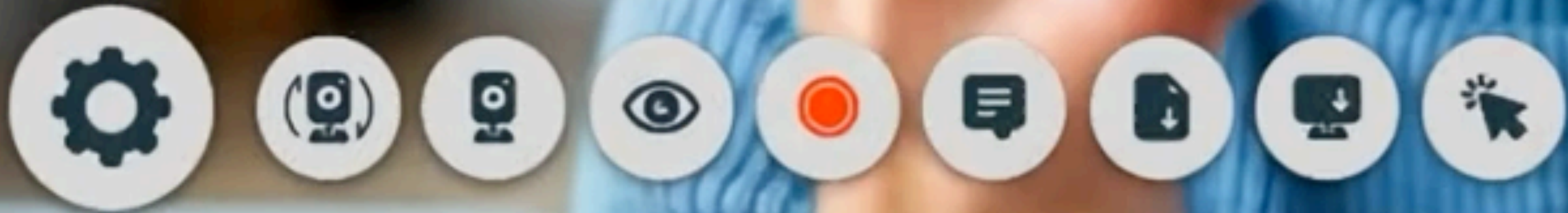
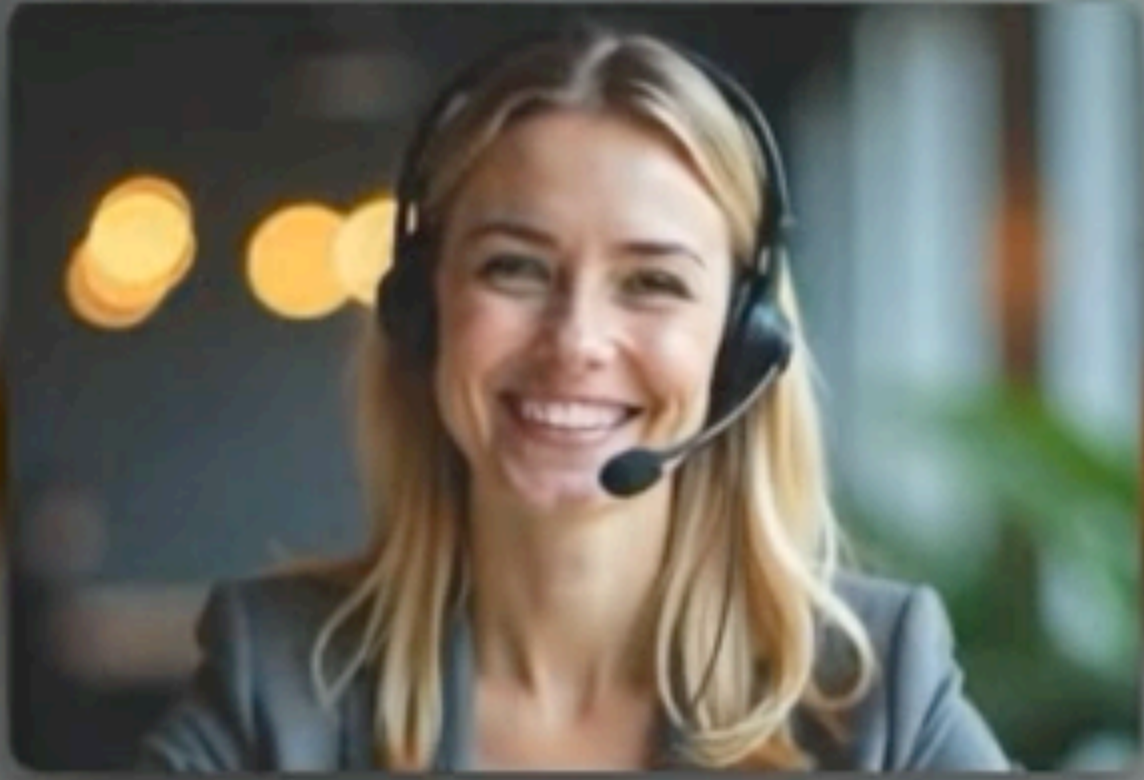
BanBif



Conclusiones

Ahorro, Optimización y Creación de Valor

**Un futuro mejor es integrar tecnología
que aporte eficiencia y ubicuidad IH**

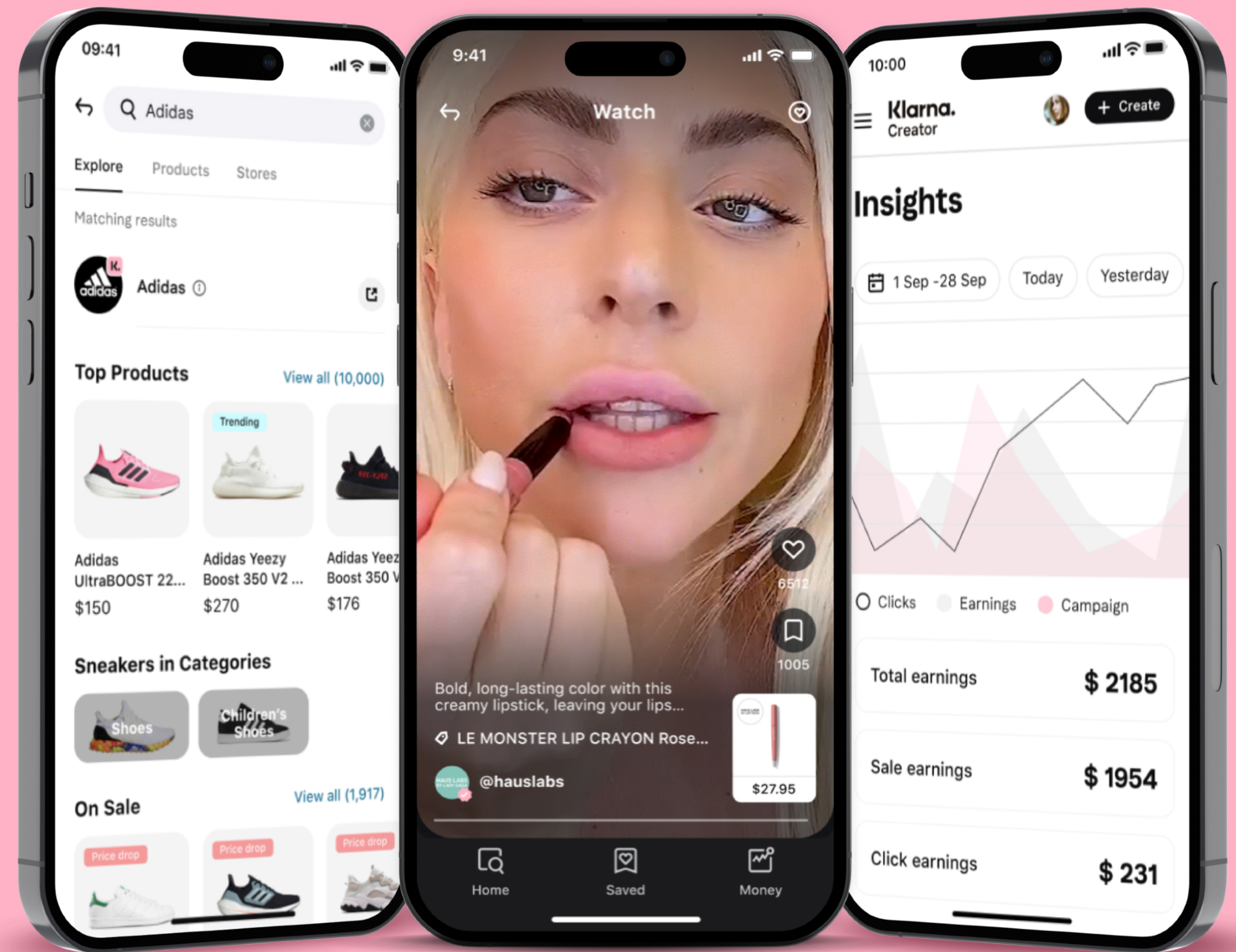


**La capa humana es diferencial, es dónde
se juega la esencia del negocio.**

Klarna

Case Study: FinTech

- — 700 Agentes humanos
- — 100% Automatization IA
- ++ Uberización de Agentes
- ++ Humanización



Klarna.

Modelo Híbrido limite 80/20
Humanizar, Digitalizar, Empoderar...



Demos

Videollamadas, WhatsApp, Kioscos...

Interactive **Powers**

10:45 AM Thu Dec 8

50%

