

Transformando la Experiencia Digital

Desayuno Ejecutivo y Presentación de Negocio

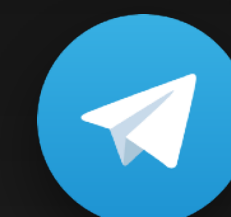
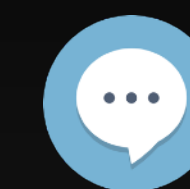


Iván Sixto

CEO | Socio Fundador

Experto en Telecomunicaciones y Canales Digitales

Organiza:



Interactive **Powers**

Evento en

San Jose **Costa Rica**

Jueves 23 de Octubre





Sistemas de Telefonía VoIP
Soluciones Tecnológicas
para las Empresas
de Costa Rica



Transformá Espacios Digitales
Branding, Medios Digitales
Señalización Digital
Pantallas LED

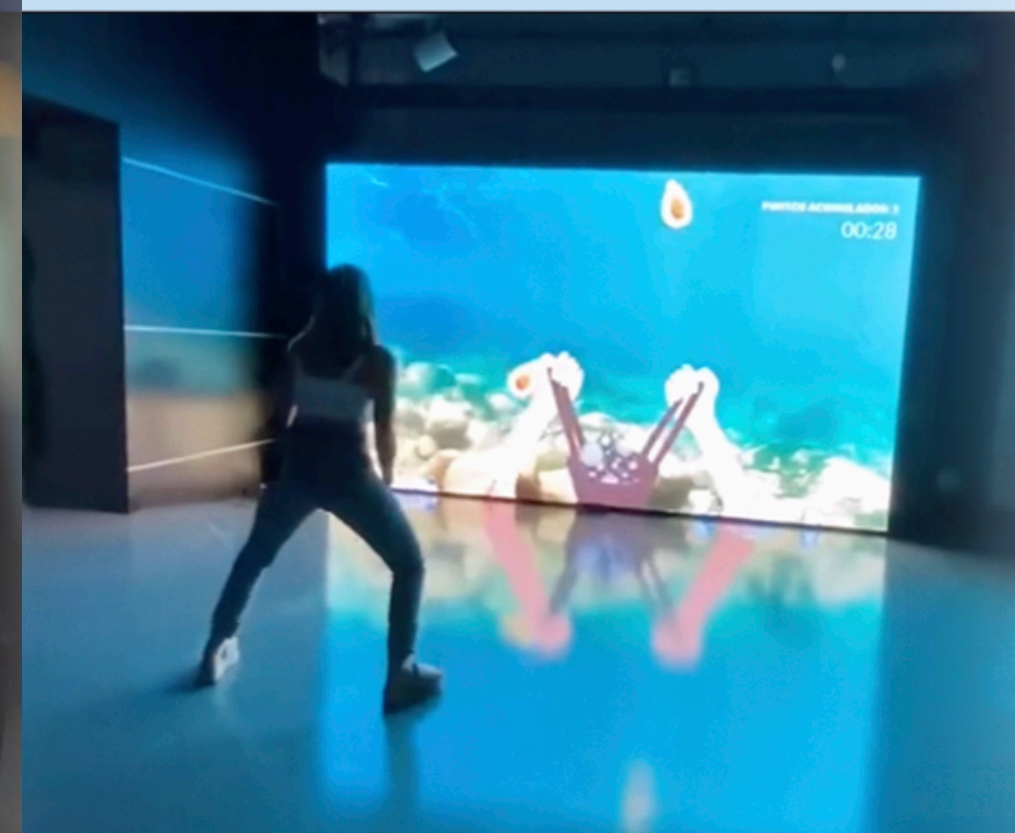


Outsourcing & Offshoring
Consulting
The Human Touch

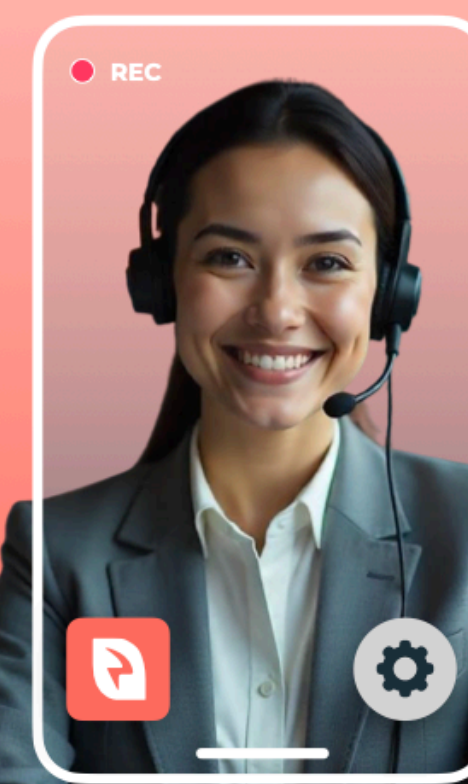


Human Experience
Kinetic Education

Phygital

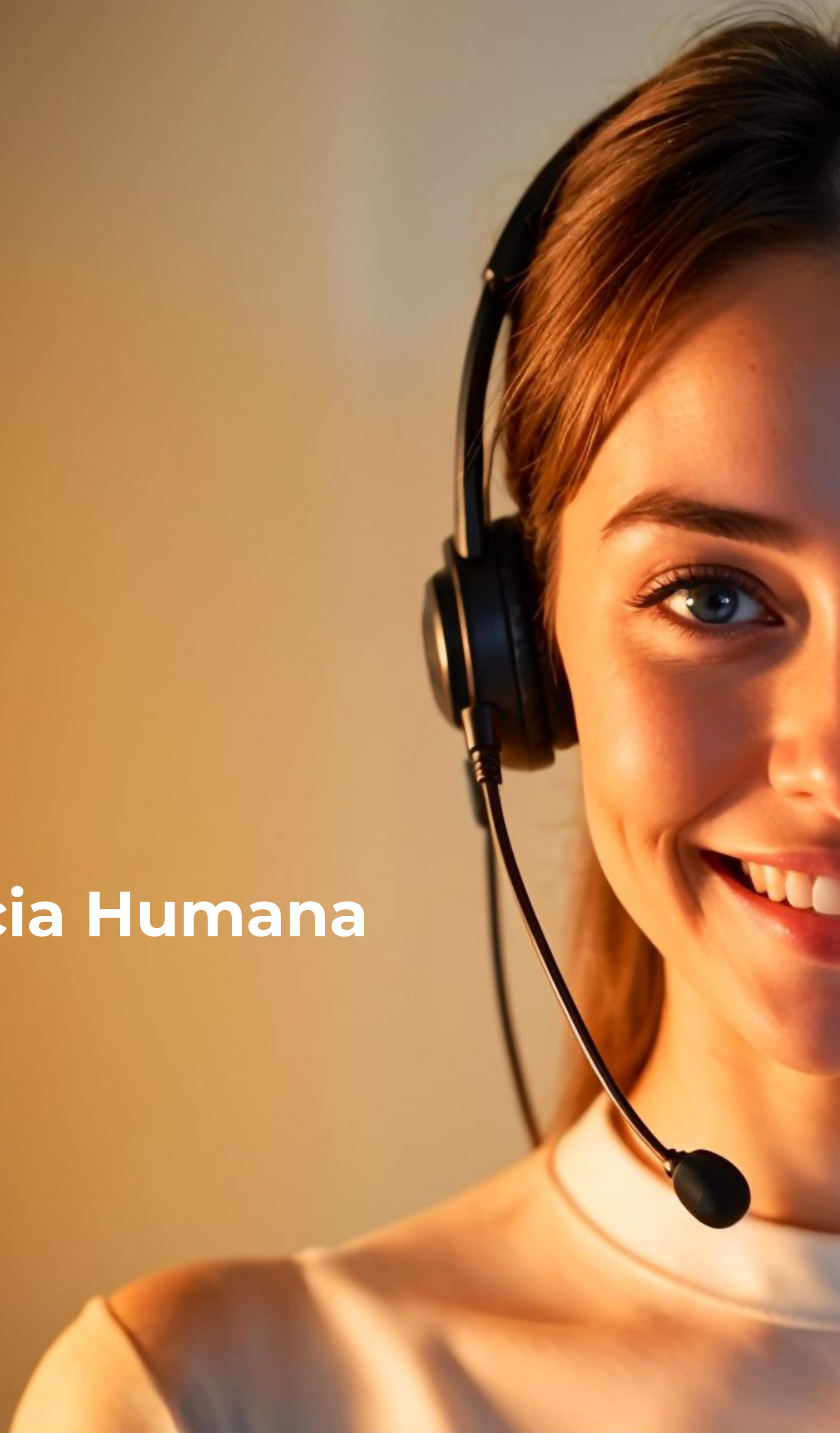


Conectá, Reinventá, Mejorá...
Tus Centros de Contacto
Tus Canales Digitales
Tus Equipos

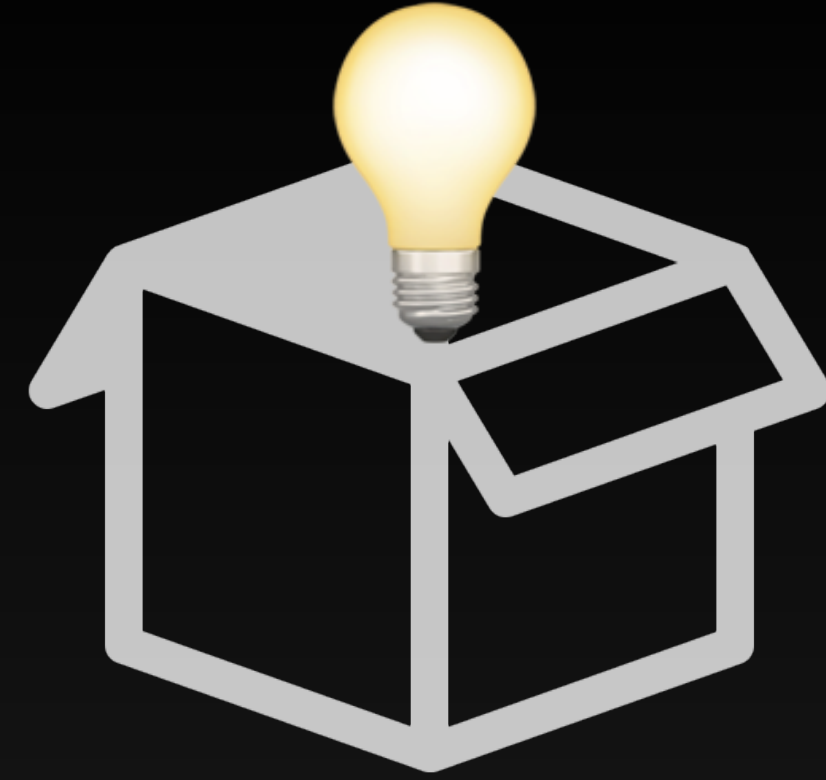


IH

Inteligencia Humana



Conectada

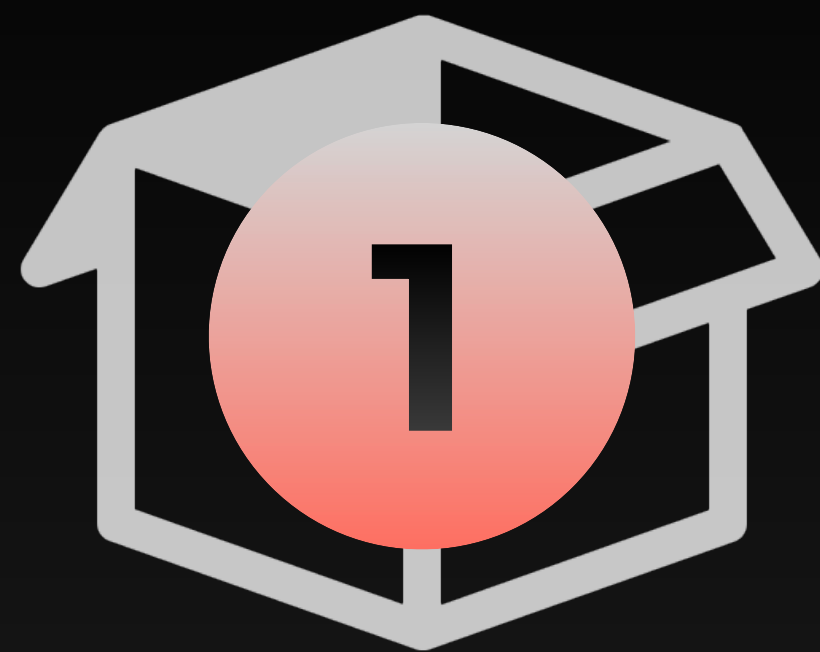


Estrategias para Humanizar e Innovar, en su Atención al Cliente

1

2

3



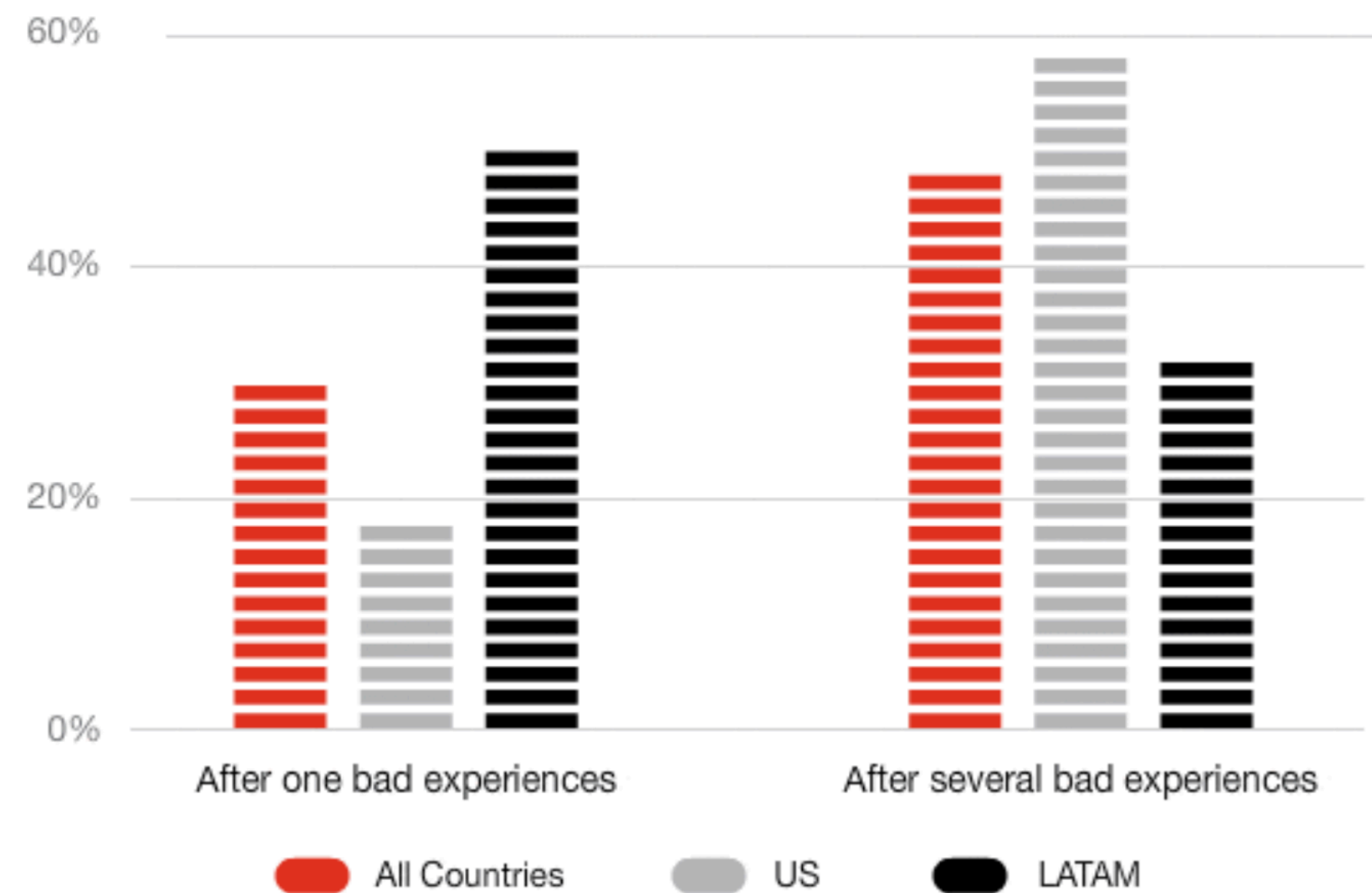
Estadísticas

Cifras Actuales sobre la Experiencia Digital

Insights

Interactive **Powers**

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](#)





Consumidores LATAM dejan una marca en la 1ª mala experiencia





17%



Consumidores US dejan una marca en la 1ª mala experiencia

The State of Customer Experience report

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

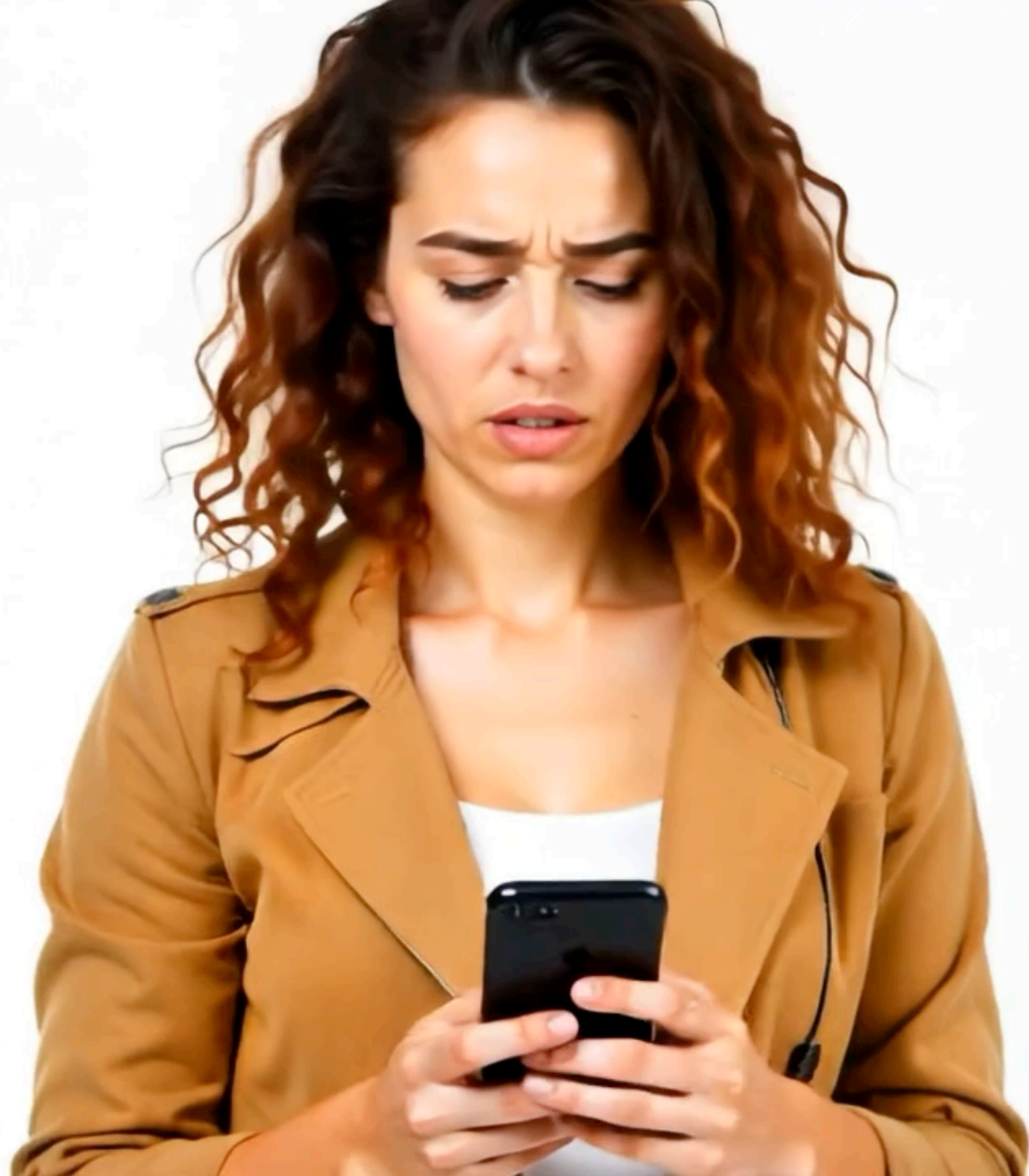




54%

Resolución en el Primer Contacto es la prioridad **Top 1** del Consumidor

FCR

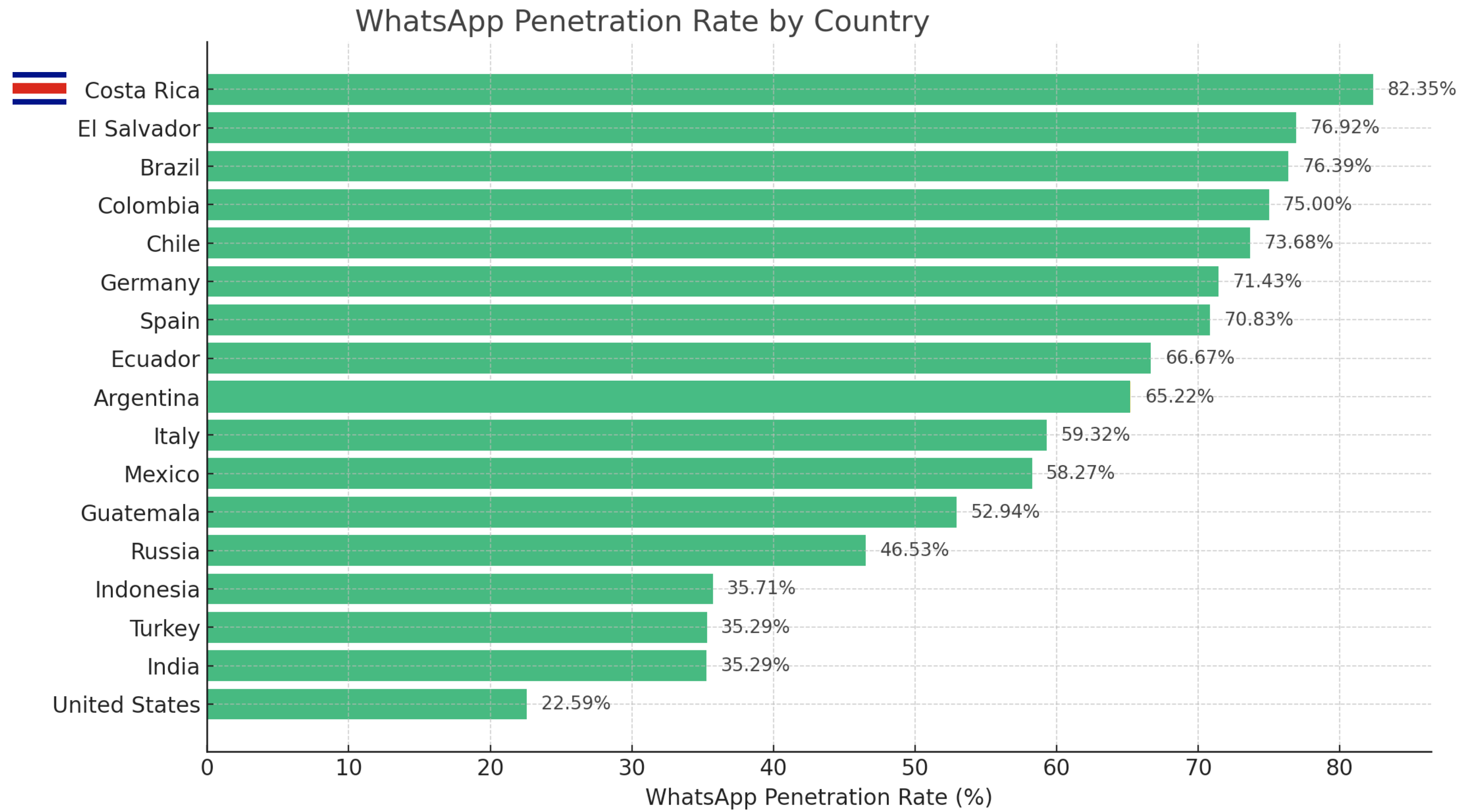




32%

Empresas consideran medir la Resolución en el Primer Contacto

FCR





83%

Tasa de Penetración de WhatsApp en la población de Costa Rica 🇨🇷





- ✗ **Menús repetitivos**, rígidos, largos e incompletos
- ✗ **Respuestas automáticas** sin contexto, sin empatía
- ✗ **Sin permitir poder contactar un agente** humano (Chat)
- ✗ **Sin capacidad de derivar directo a transaccional** (Teléfono...)
- ✗ **Sin respetar la Privacidad y Seguridad** de los Datos Personales



Percent who indicate:
“I’ll want to interact with a real person more as technology improves”

Las personas prefieren hablar con otro ser humano aunque la tecnología mejore.
Es una necesidad humana del consumidor, **no se puede obviar.**

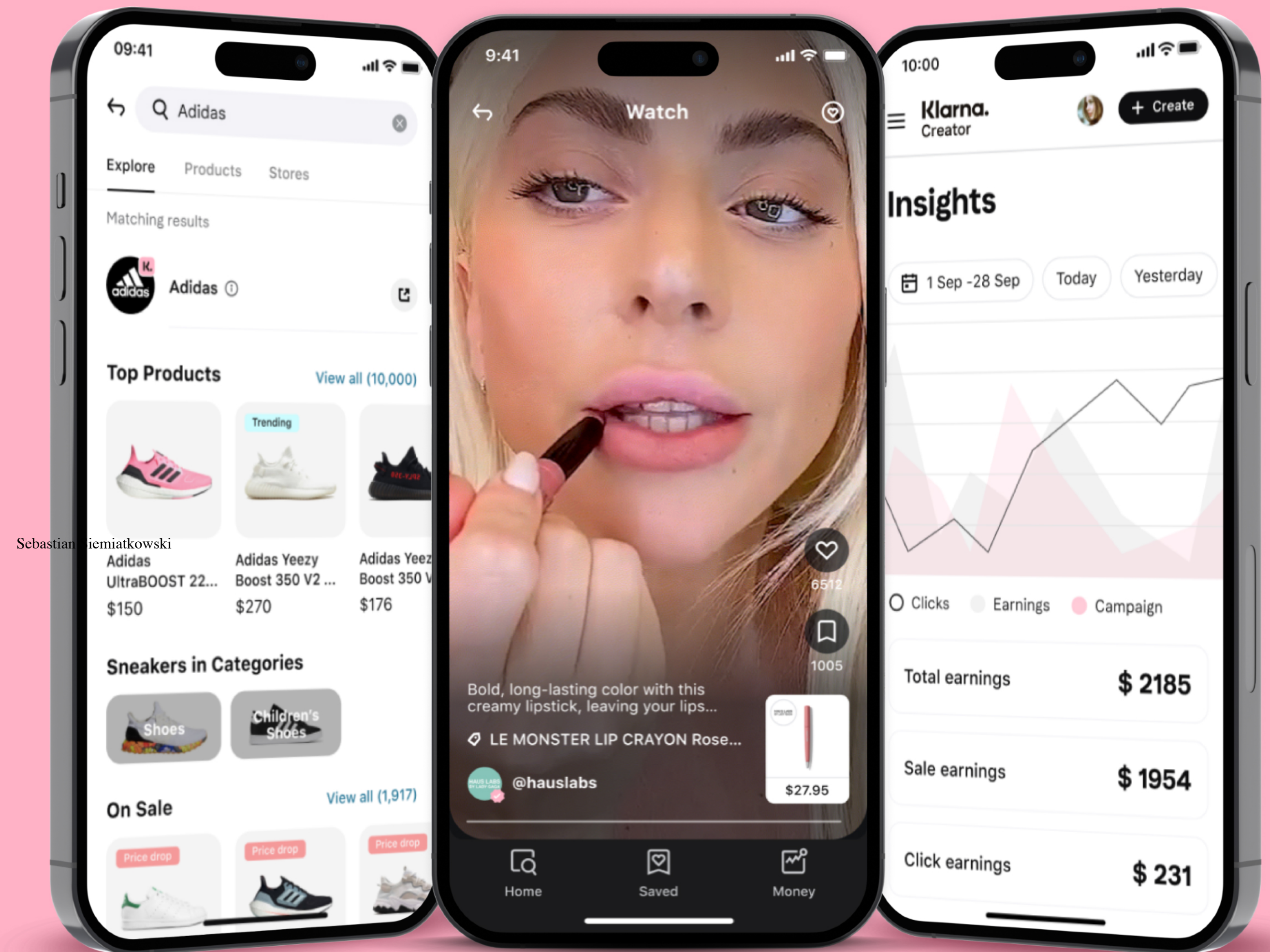


Klarna

Case Study: FinTech

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

Sebastian Siemiatkowski
CEO



Klarna.





+50%

Valoración **CSAT** en post-atención por Videollamada versus Teléfono







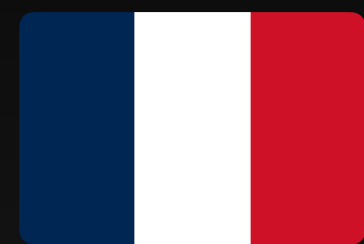
+1000%

La Tasa de Conversion en Cara a Cara dobla al Teléfono





Entrepreneur
Management



LA MÉTHODE TAPIE : **DE PÈRE EN FILS**

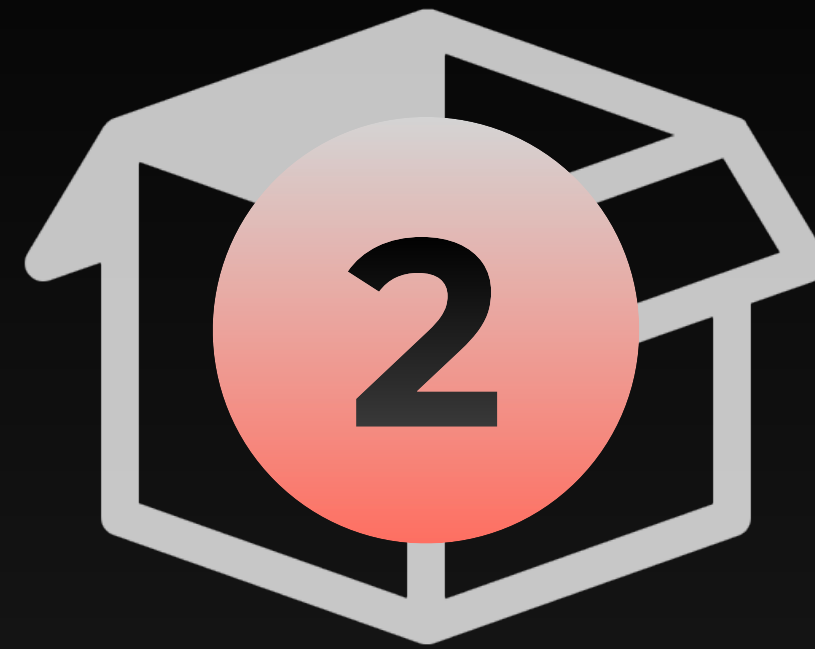
LAURENT TAPIE

LE
DÉCLIC
par Entrepreneurs.com





- ✓ **La Ubicación Geográfica ya no importa**, importa quien atiende.
- ✓ **Podemos mejorar efectividad**, especialice sus Agentes IH.
- ✓ **Ver al Cliente y que el Cliente te vea**, significa doblar conversión.
- ✓ **Aunque el Cliente no lo pida**, asegúrese atenderlo dónde esté.
- ✓ **No atiendas Teléfono o WhatsApp...**, enfoque sus Agentes IH.

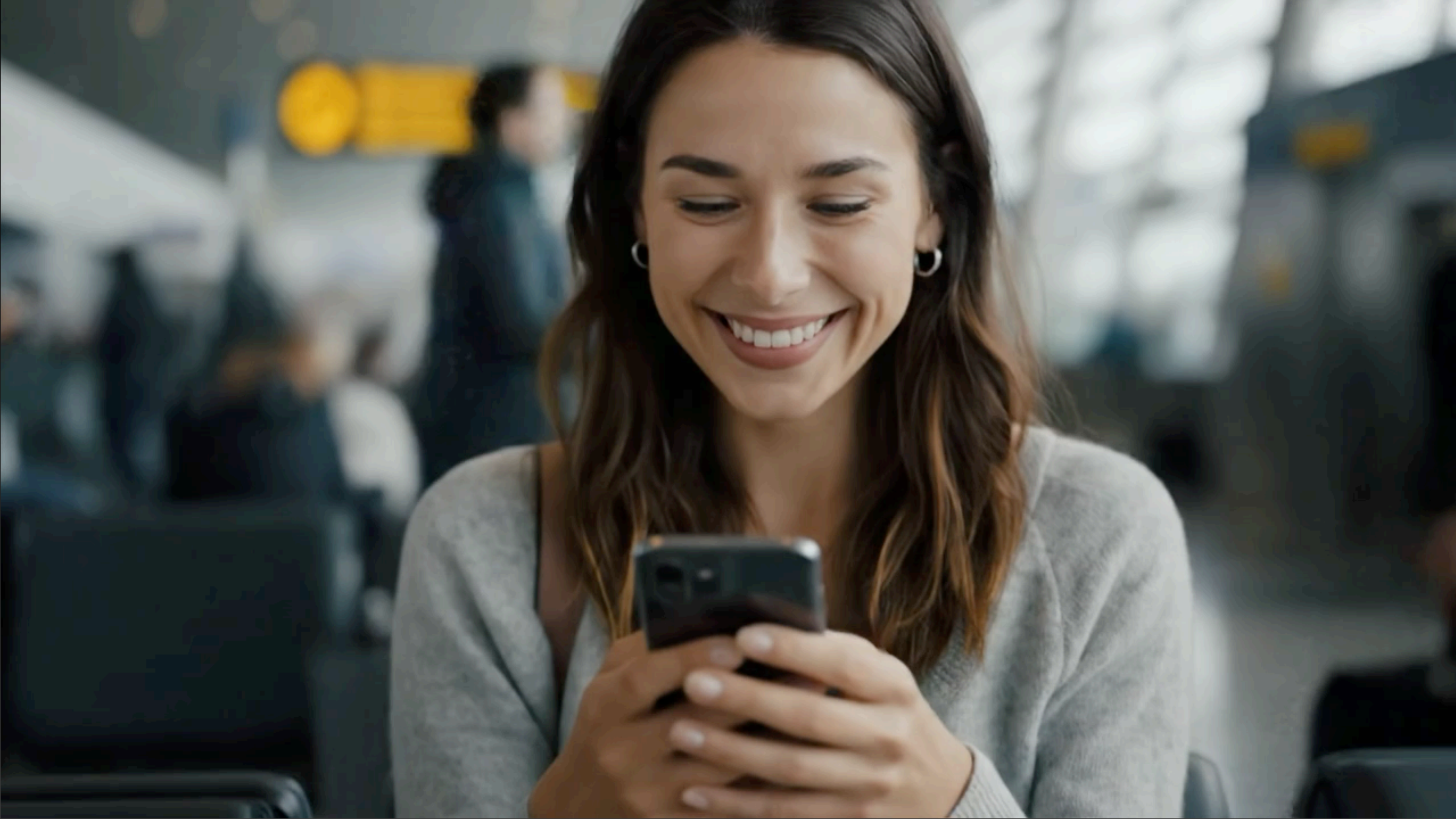


Escalación Fluida IH

Conectar Agentes Humanos a Canales Digitales

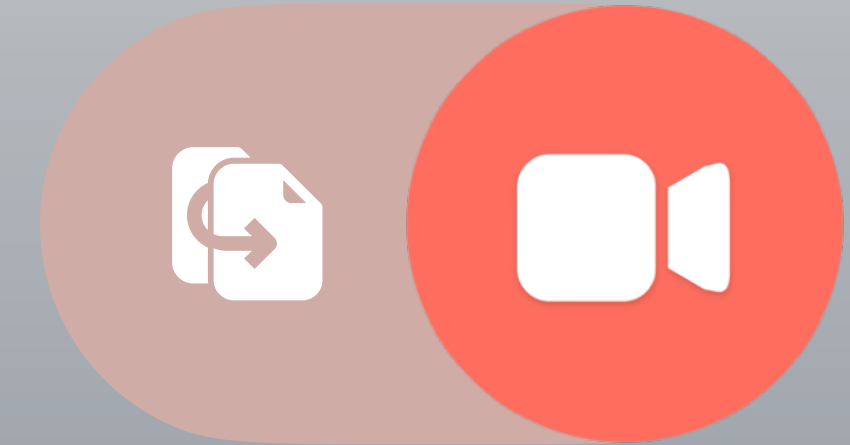
Seamless Escalation

Interactive **Powers**





Voice Calling



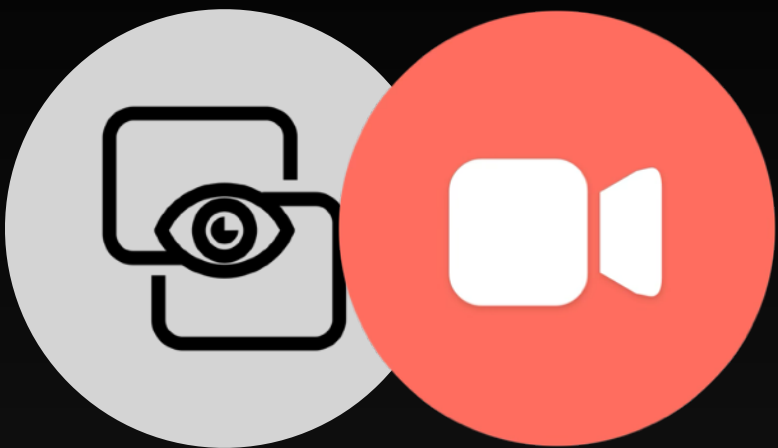
Video Calling



SPLIT



Llamada Telefónica



Redes Sociales



WhatsApp Business

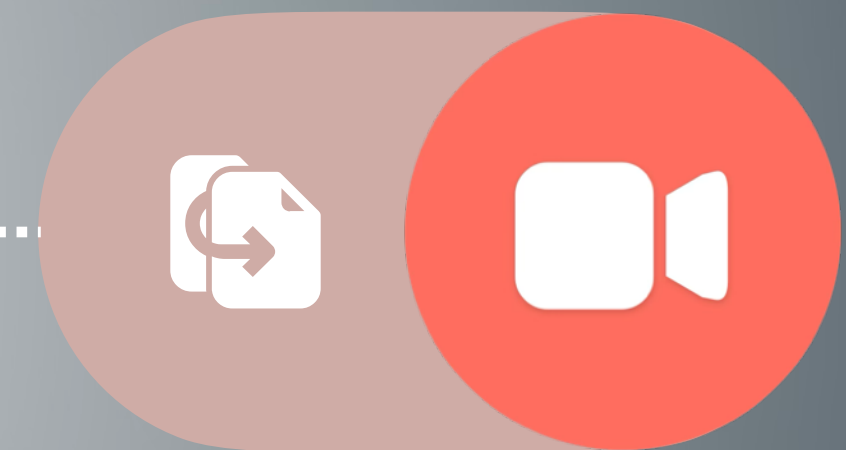
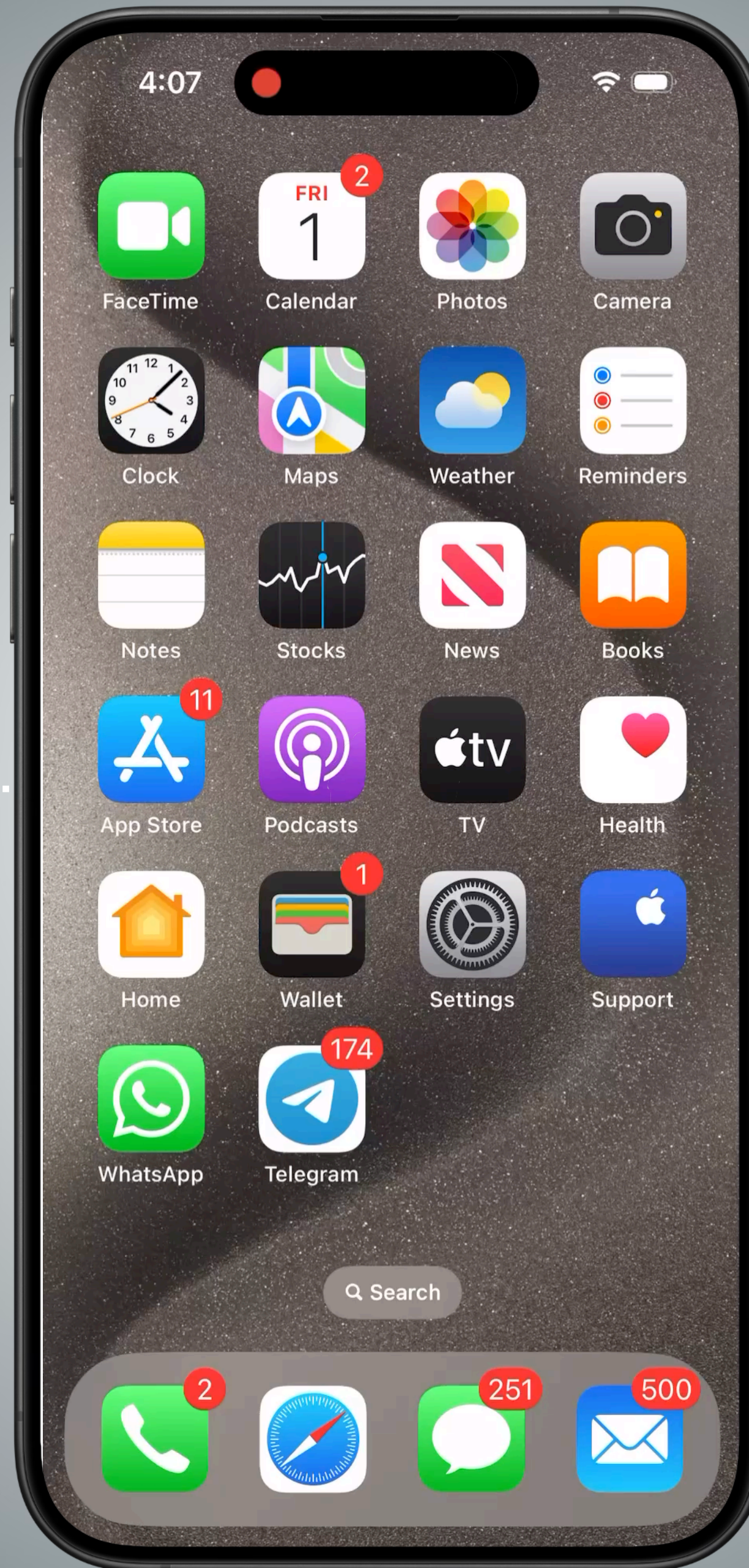


Web Chat | SMS ...



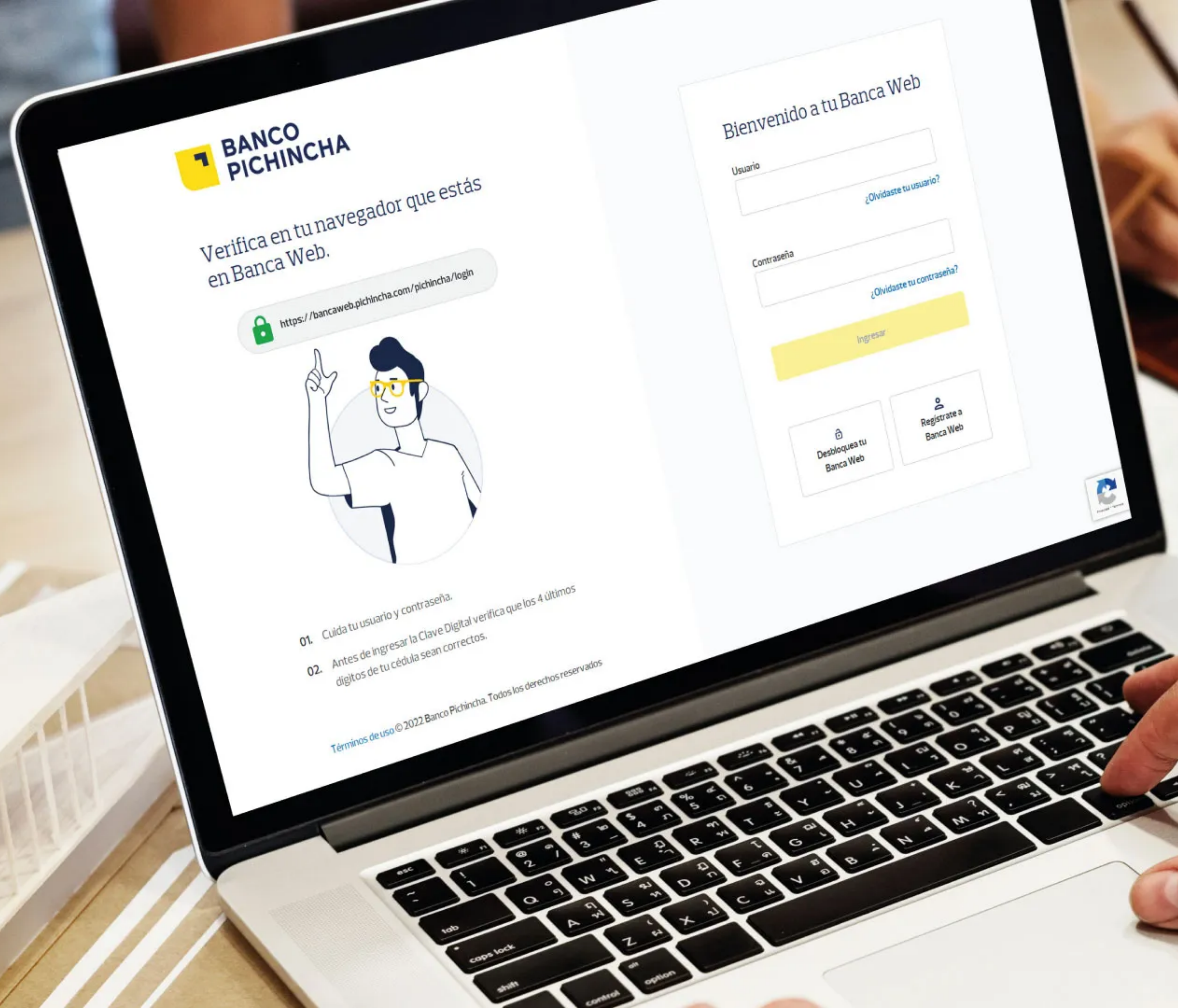


WhatsApp



Video Calling







Apple Store Online - Apple

www.apple.com/store

Help is here. Whenever and however you need it.

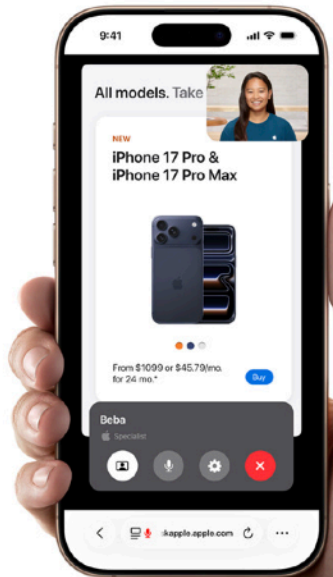
APPLE SPECIALIST

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



Shop with a Specialist over video.

Choose your next device in a guided, one-way video session.



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 how to use them with your Apple devices.



The Apple Store



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

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 >](#)



Get a personalized shopping experience in the Apple Store app.



Customize and create your style of life.





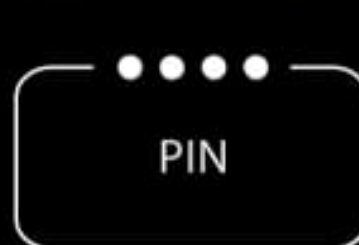
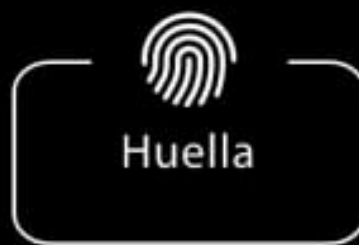
50 AÑOS



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

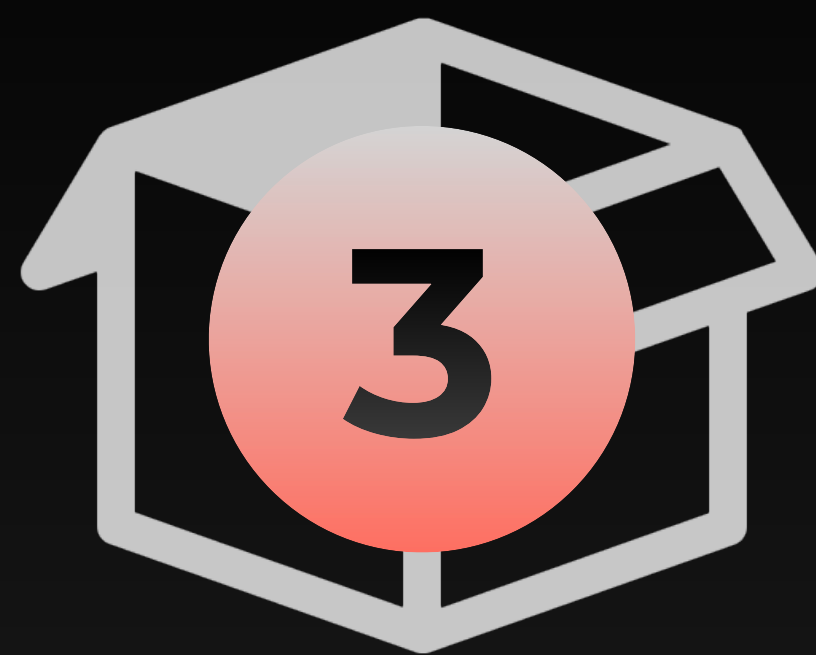
Transfiere en un Wip

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

Tus datos siempre están protegido

¡Afiliate ahora!

Comencemos

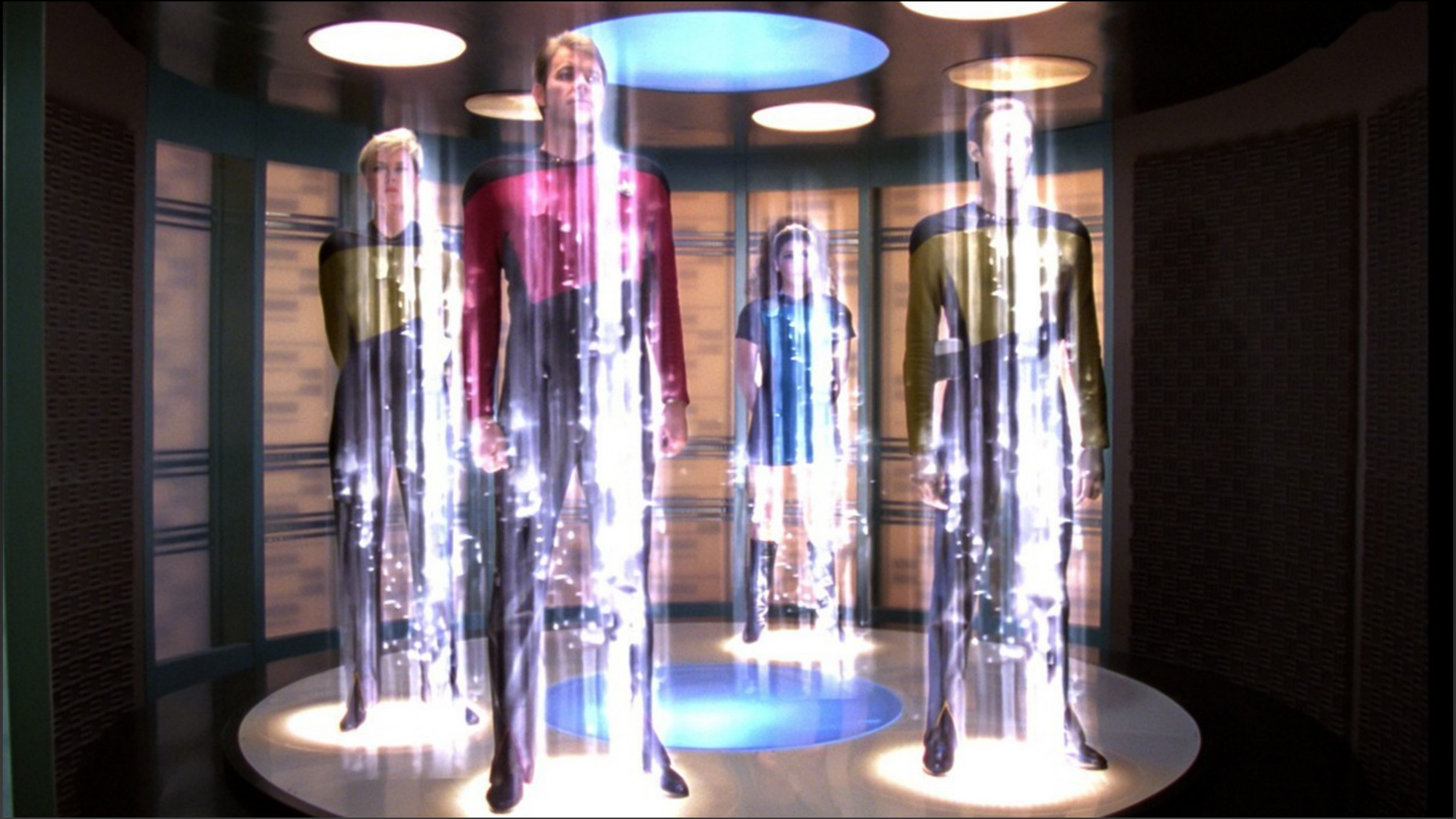


Telepresencia IH

Estrategias para conectar Agentes Humanos

Telepresence & Phygital

Interactive **Powers**





 eletromidia

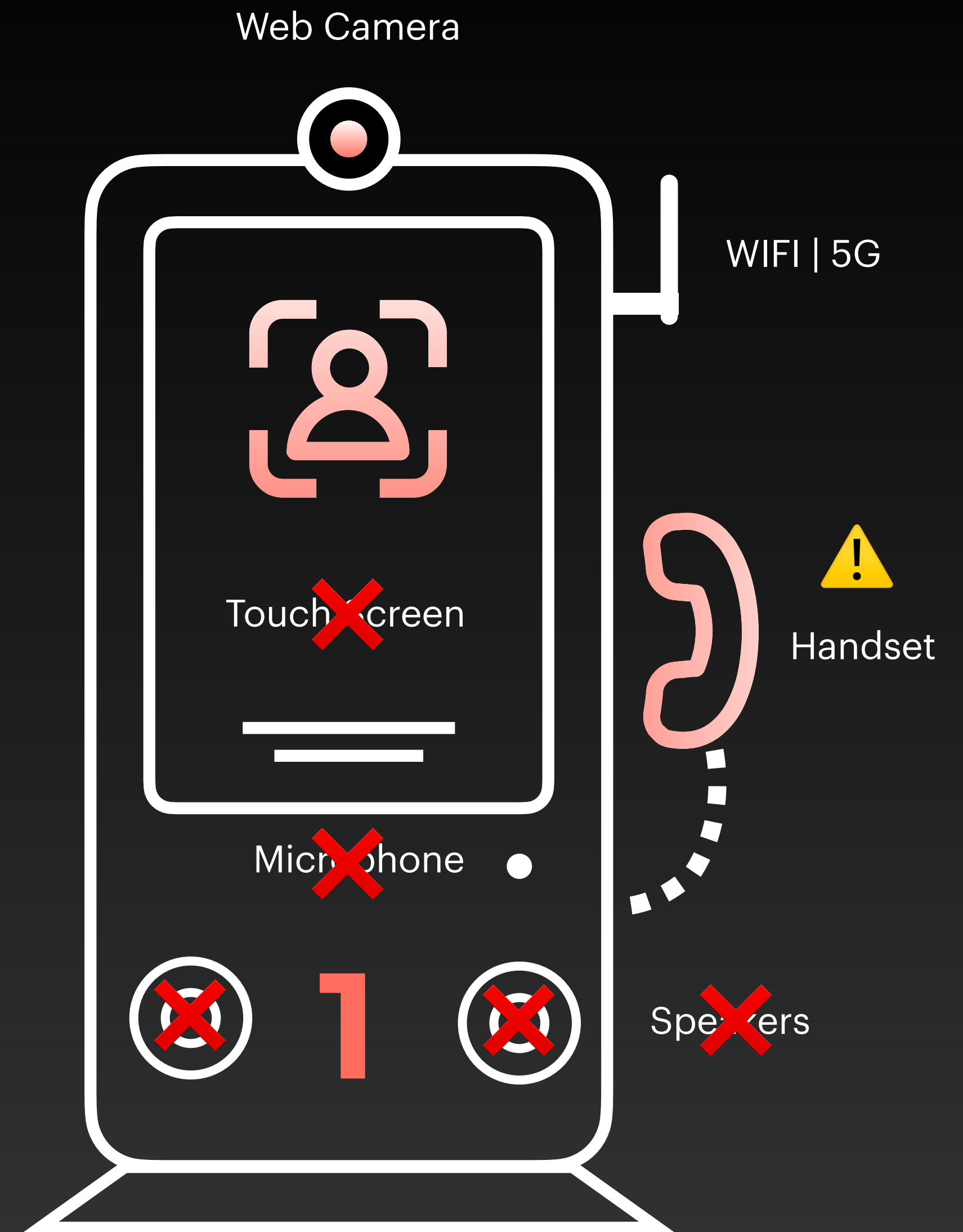




QUINTA-FEIRA

16.02.23 | 0:25

Multimedia Kiosk







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



BanBif





Agente Fijo Remoto

Barra de Navegador Web

Solo en oficina bancaria

Handset

Tableta Android

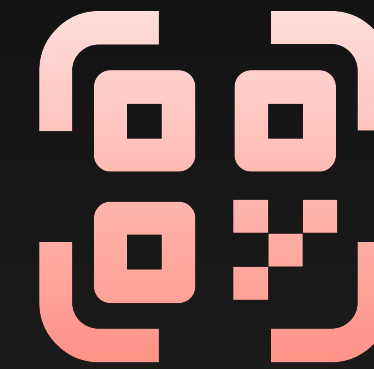


Multimodal Kiosk



NEW

Web Camera

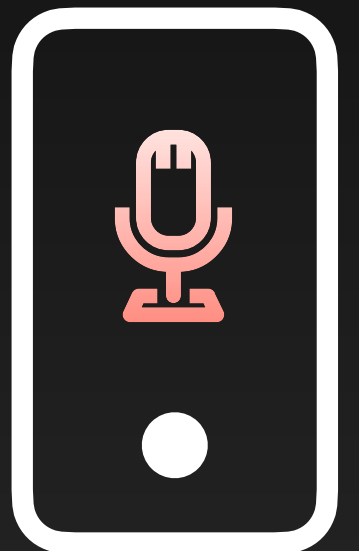


QR Code

2



SPLIT



Smartphone

WIFI | 5G

Kinetic Kiosk





3500

Scan the QR code to contact an agent and complete the registration form. You can speak through your smartphone while interacting here.





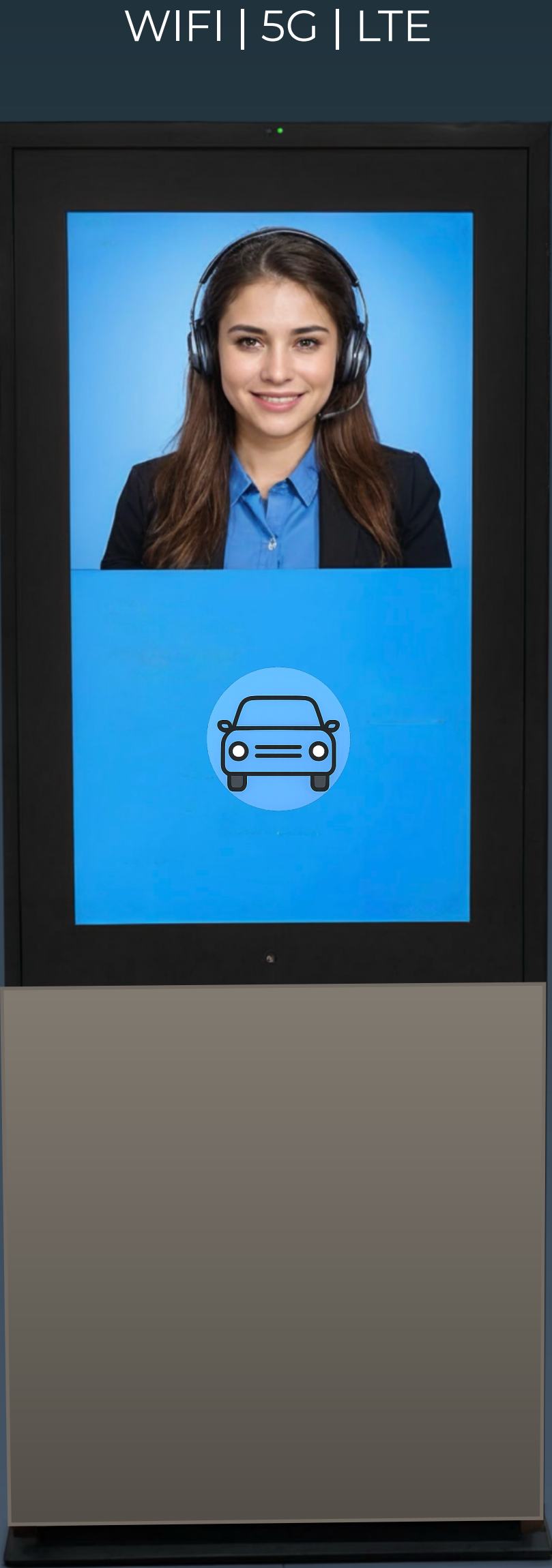
**Oficinas
Concesionarios
Locales Comerciales**



Agentes Distribuidos
Aprovecha los recursos de otros centros



Internet



Kioscos

Centro de Contacto

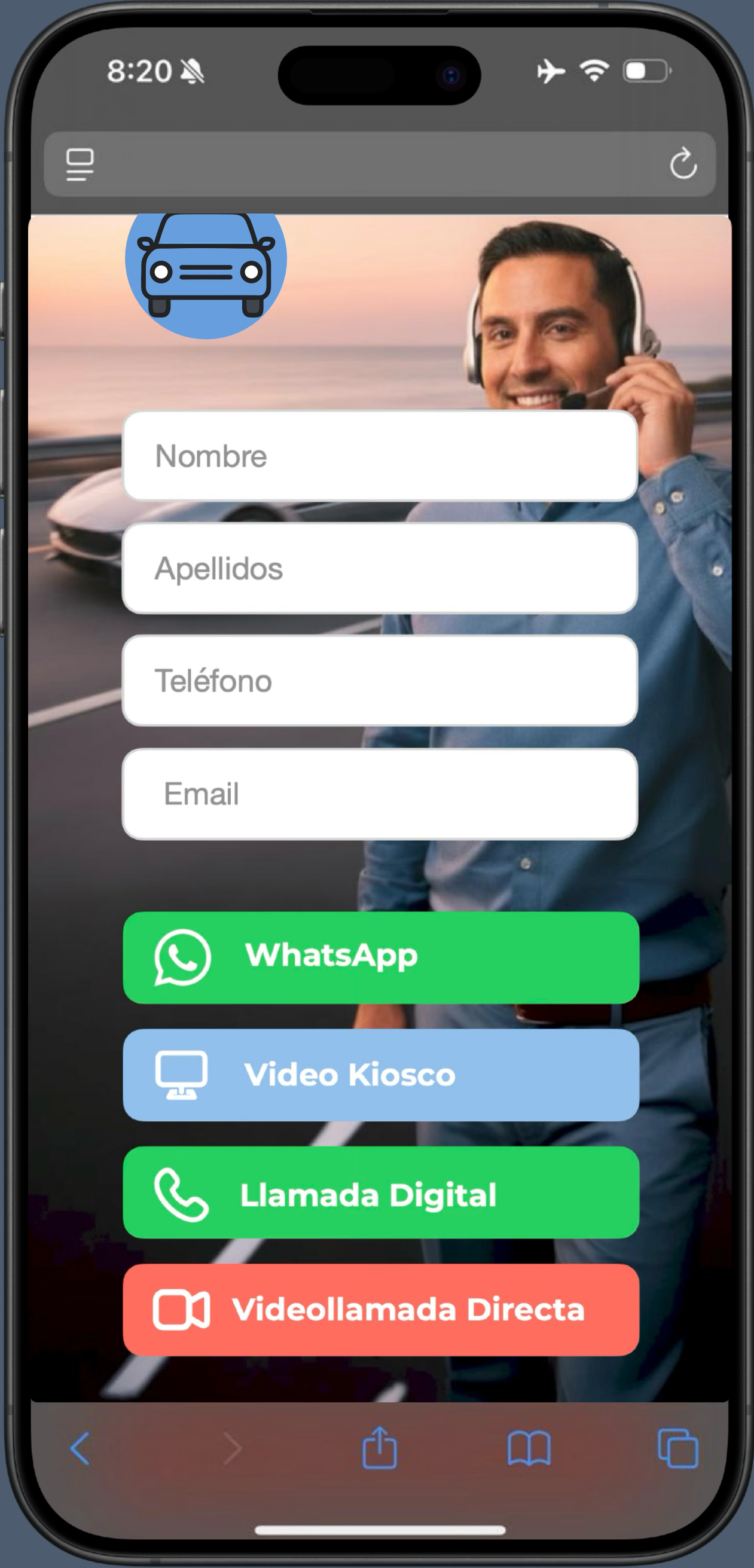


Agentes Centralizados
Aprovecha más turnos y/o operativa externa

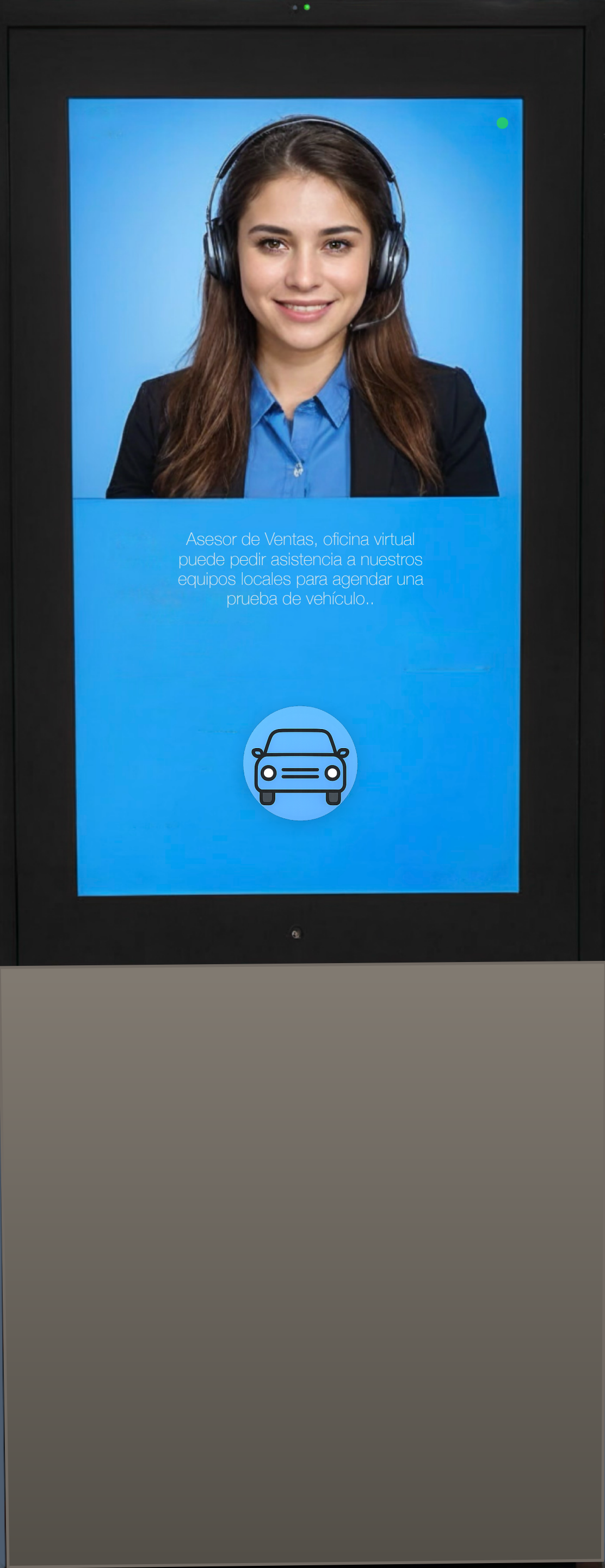
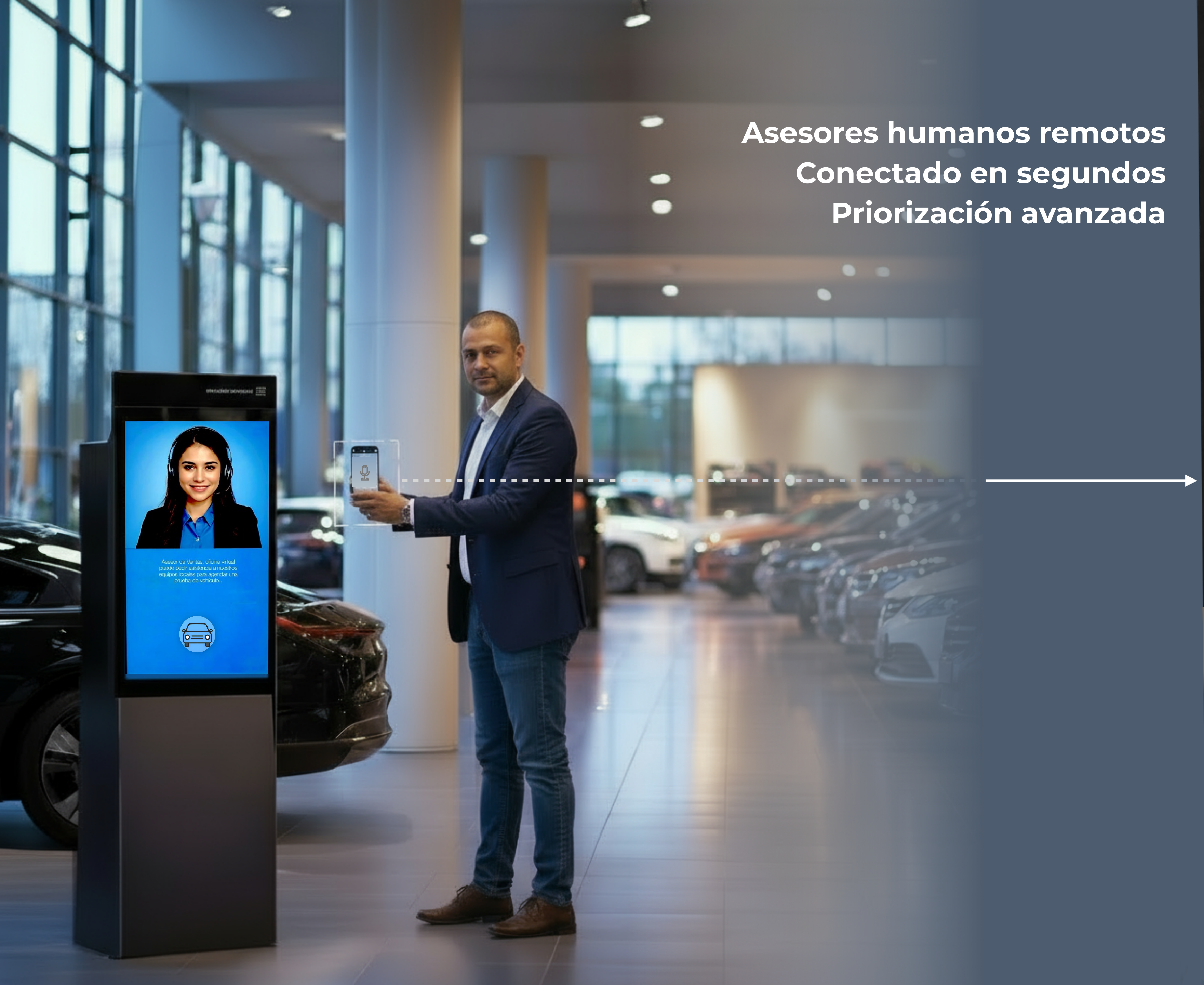


**Formulario
Configurable de
Datos de Contacto**

**Conexión
Botones FAB
Personalizables
Multimodales**

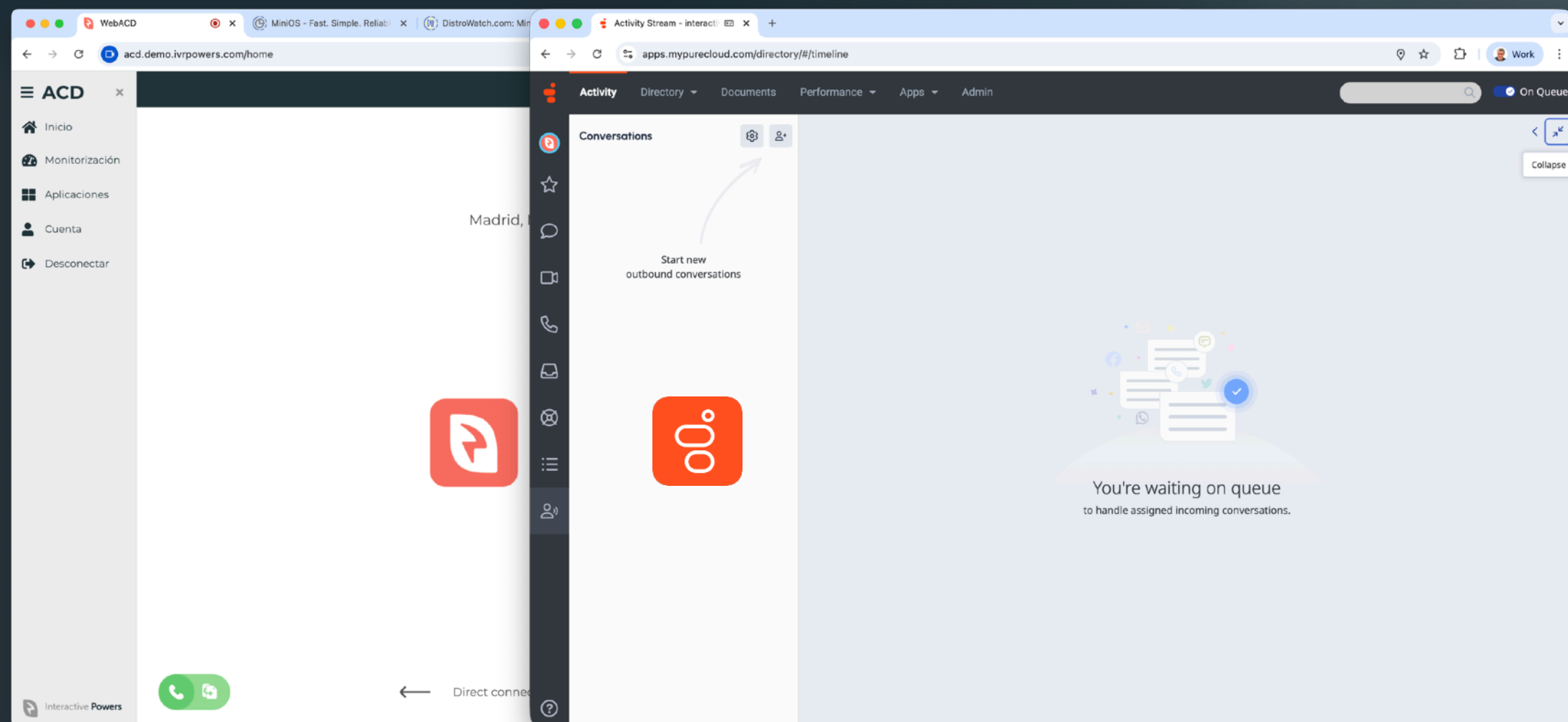


Asesores humanos remotos
Conectado en segundos
Priorización avanzada



Teleasistencia Telesoporte Televenta

Los asesores, supervisores, vendedores pueden trabajar desde laptops, computadoras, tablets PC -Mac, solo con navegadores web y acceso Internet!



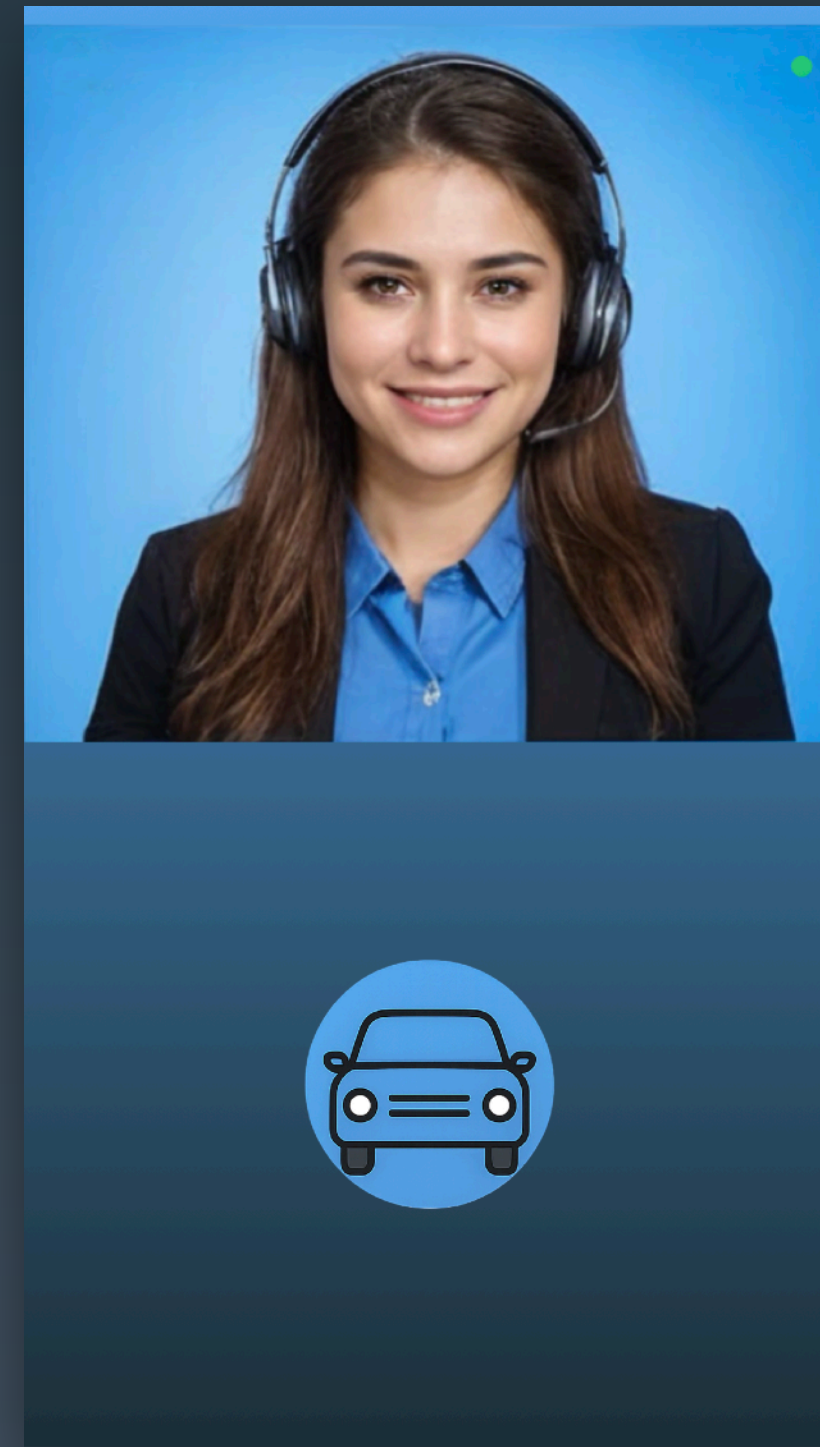
- 
- A man with a beard and mustache, wearing a dark blue suit, white shirt, and a red patterned tie, is holding a black smartphone to his ear. He is smiling slightly and looking towards the camera. The background is a blurred car dealership with large windows and several cars on display, including a red sports car.
- 🖥️ Video Kiosco
 - 📞 Video llamada Directa
 - 📞 Llamada Digital
 - 💬 WhatsApp...

Los usuarios conectan a través de su propio **smartphone** para tener alta calidad de audio y privacidad. La pantalla digital es un soporte para ver el agente o una pantalla compartida en tiempo real.

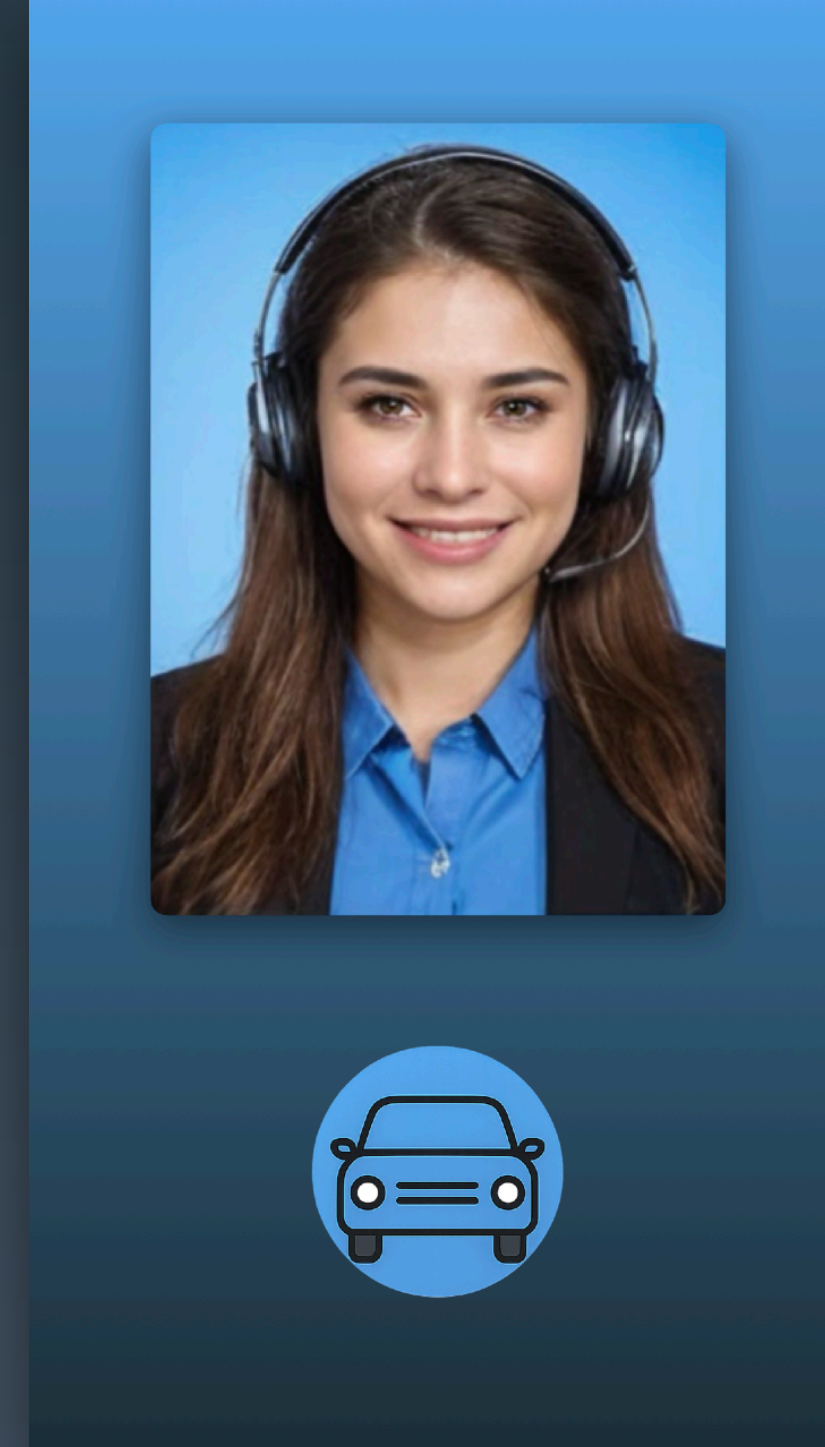
Kiosco - 9:16 Full HD



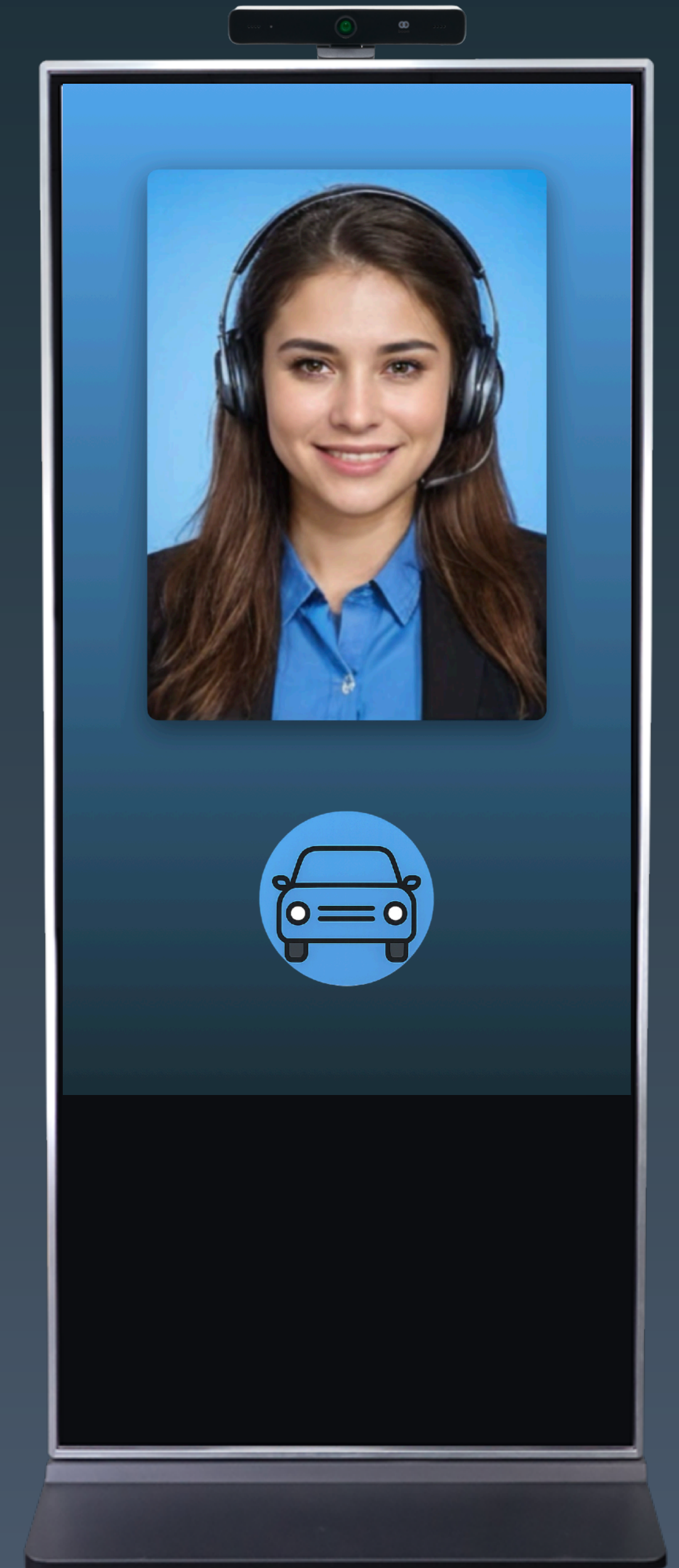
Mode **Full Screen**



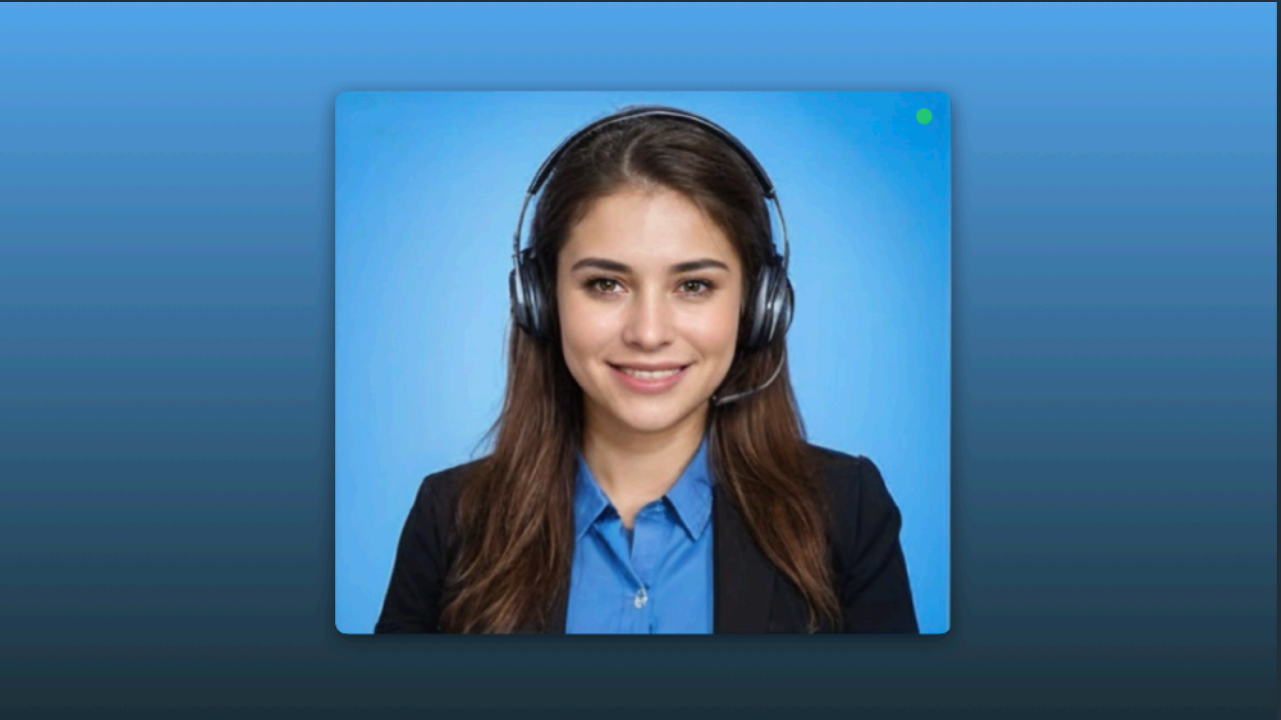
Mode **Half Screen**



Mode **Popup Screen**



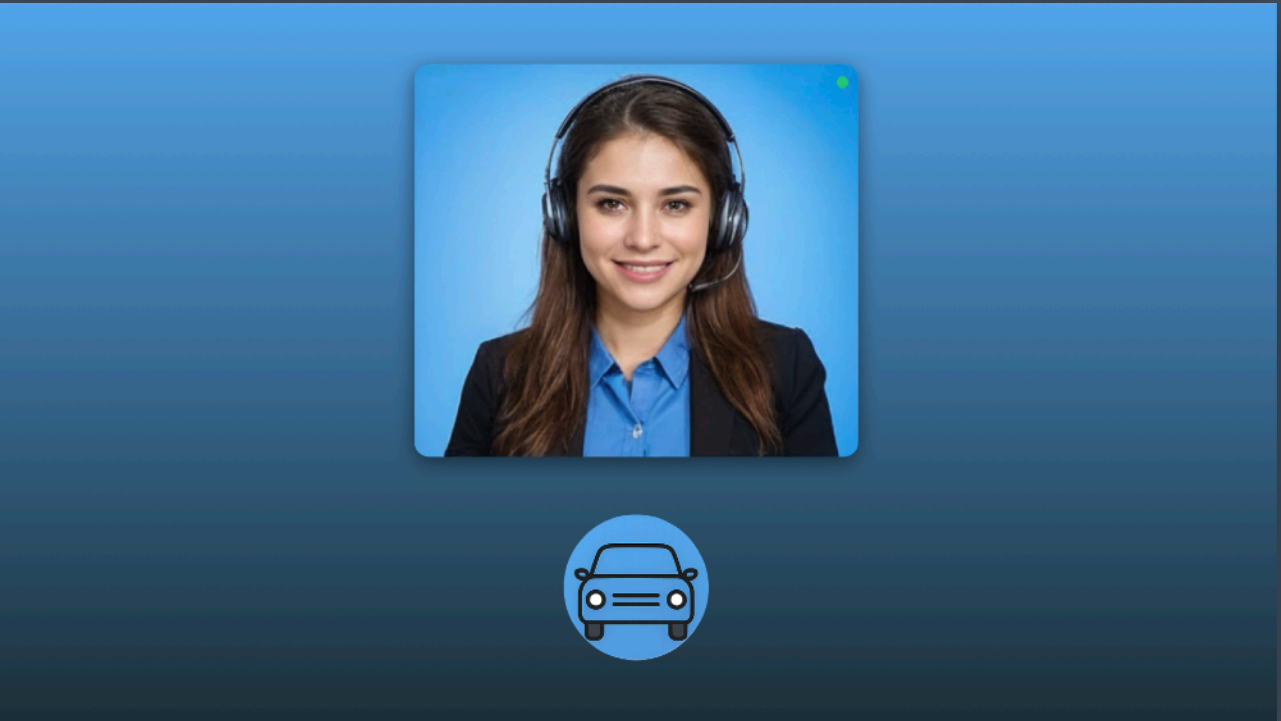
1080 x 1920



Mode **Half Screen**

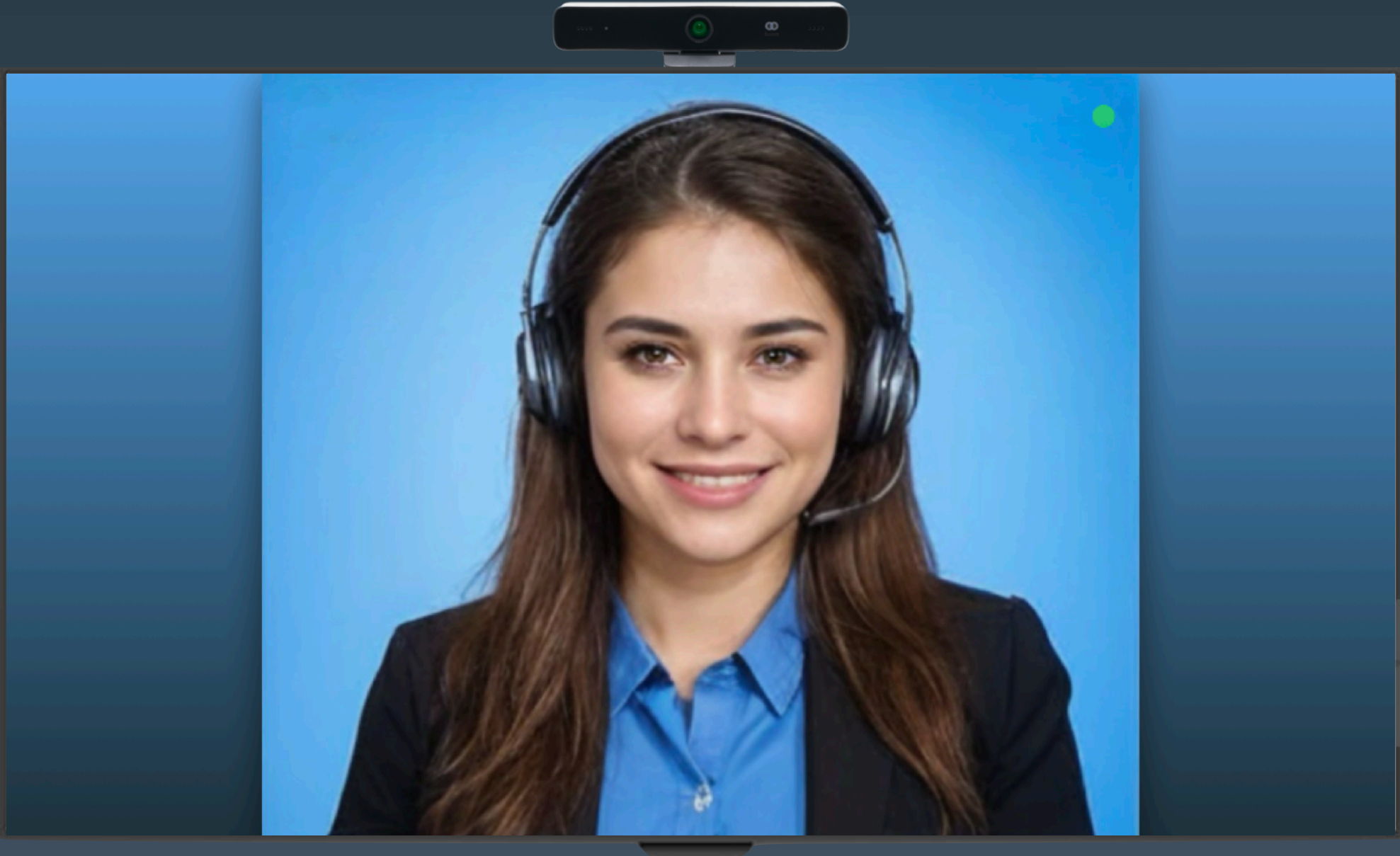


Mode **Full Screen**



Mode **Popup Screen**

Kiosco - 16:9 Full HD



1920 x 1080

Automóvil

Asesor de Venta Remota



Turismo

Guía Turístico Remoto



Retail

Personal Shopper Remoto



Telecom

Asesor de Servicios

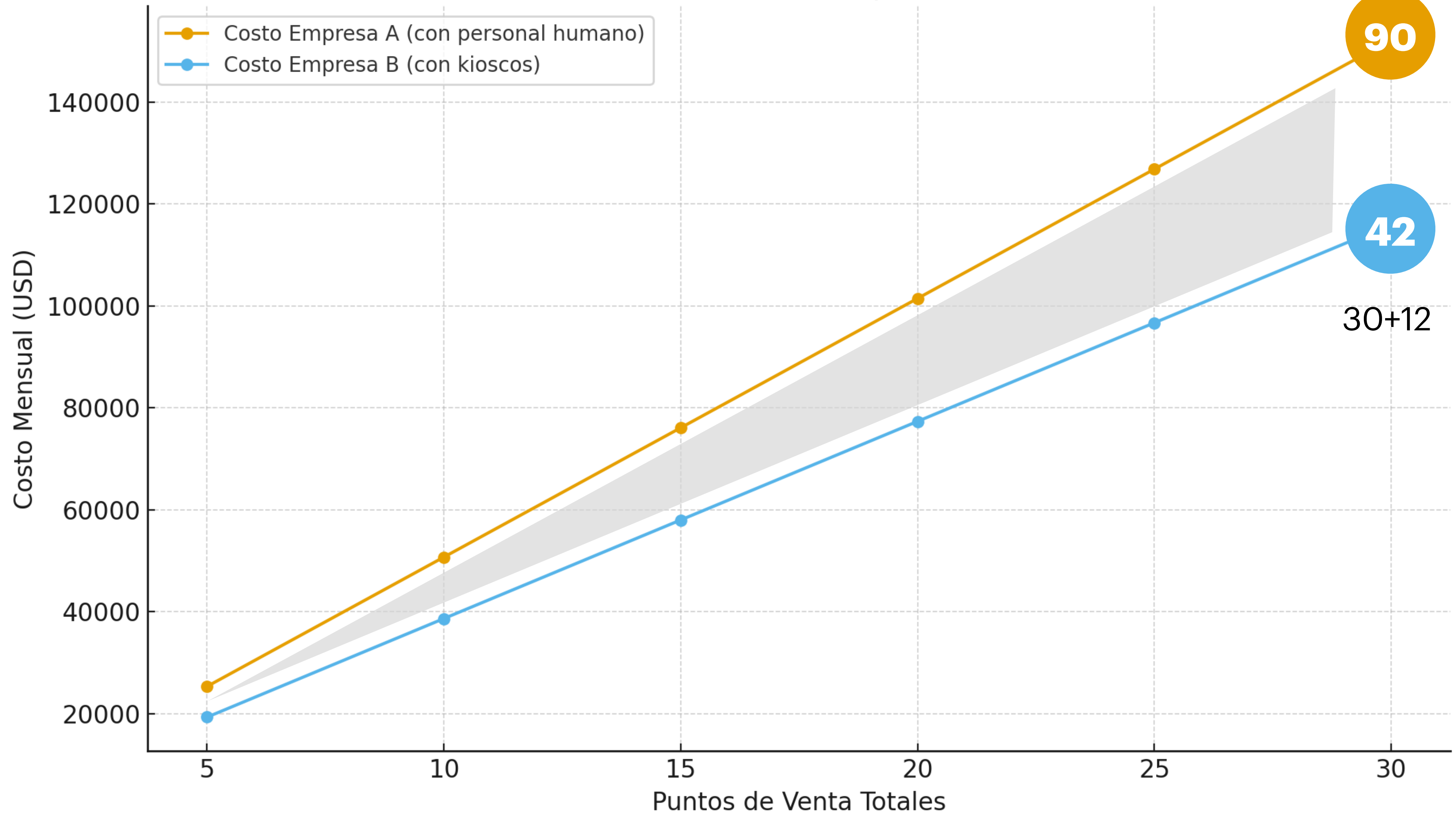


Finanzas

Asesor de Productos



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





24%

Tasa de Ahorro en Costes Operativos*

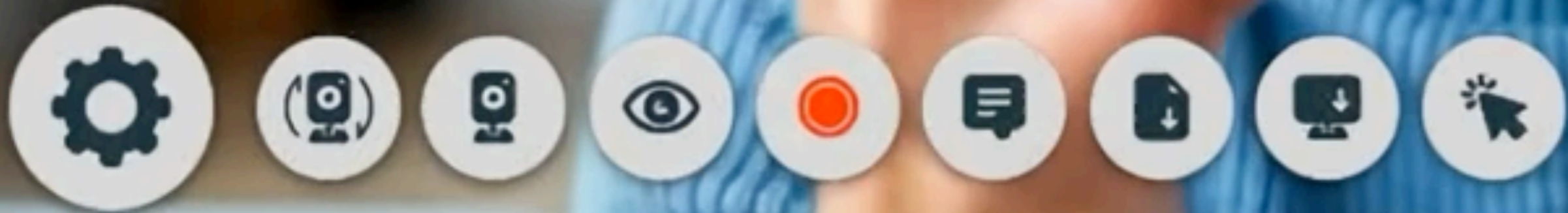
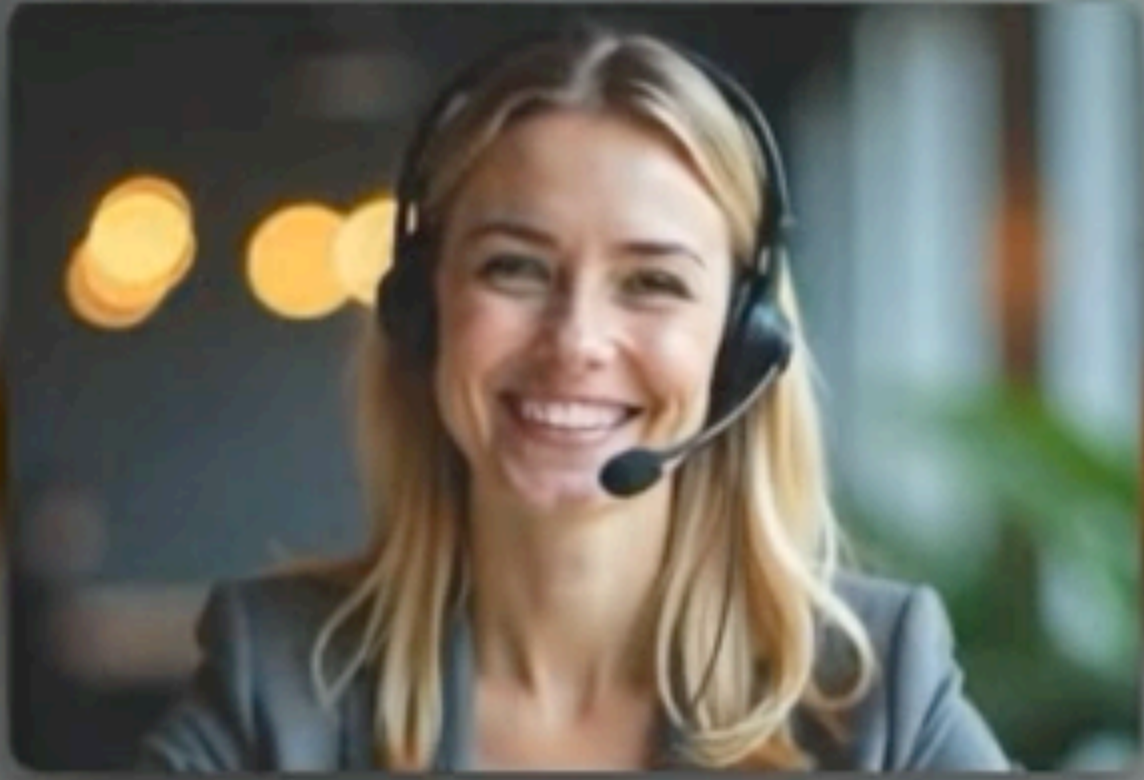
*Según los datos anteriores, puede ser menos o más según el ratio y modelo / tecnología de kioscos

Conclusiones

Ahorro, Optimización y Creación de Valor

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

IH



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

IH



Demos

Videollamadas, WhatsApp, Kioscos...

Interactive **Powers**

