



TELEFONICA CASE STUDY

VIDEO TRANSCRIPT

Telefonica defined the transformation of commercial channels as one of its priorities. Knowing that most customers search the Internet before making any buying decision, Telefónica launched a digital acceleration program aimed at promoting sales in the digital channels.

With an expert partner, Accenture Interactive, Telefonica developed a complete online sales funnel optimization program,

optimizing Movistar's presence on the Internet, with the use of the right tools, and investing in digital marketing to attract qualified traffic,

improving the customer experience of the whole customer acquisition cycle,

industrializing the generation of digital content

and customizing it to every customer.

Implementing sales support capabilities, such as end to end analytics, which gives a complete overview of the customer,

from the generation of traffic to its conversion into sales,

either on a digital platform or on an assisted sales platform, such as a digital call centre, and completing the sales.

The project was initially launched in Spain with much success, then in the United Kingdom and then an innovative model was developed to extend it to Latin America, to Brazil's and Mexico's Movistar operations.

Innovative assets and local capabilities were carried out with Accenture Interactive for each of the countries in which the project was implemented.

The results:

An increase in high qualified traffic to Movistar online, reducing commercial costs.

A major acceleration in online sales.

And more importantly, the creation of a sustainable growth structure that maintains and even improves the results obtained during the project over time.

Allowing Movistar to be much more efficient and much more flexible to complete in the online world.

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