



## Movistar implements PlayVox to optimize their Call Centers

For a massive consumer product company like **Movistar**, their Call Center is a key part of their strategy to serve, acquire and retain their millions of customers and users. Movistar, like other Telecommunication businesses, outsources customer service, depositing this great responsibility on 7 Call Center providers located in Chile, Colombia and Peru.

### PRODUCT

- PlayVox Next Generation Agent Performance Optimization Software for Call Centers.

### RESULTS

- Consolidated and unified formation process.
- Increased exchange of best practices
- Integrated Gamification

### CHALLENGE

With more than 3,000 active agents working from different countries, Movistar wanted a single platform where, on one hand, unified the training content for their trainers, and the other, served as a social collaboration network and motivate those who are responsible in training their agents.

### IMPLEMENTING PLAYVOX'S WORKFORCE OPTIMIZATION SOFTWARE

Thanks to working together with PlayVox, the leading provider in gamification for Call Centers, **Movistar Chile**, an innovative company in the use of gamification and social tools, has accomplished establishing best practices between their Call Center trainers and unifying training content into a single, formal way. These accomplishments are thanks to deploying PlayVox's **Next Generation Agent Performance Optimization Software** for Contact Centers.

### CONSOLIDATED TRAINING PROCESS

Movistar began using the PlayVox platform in November, 2012.

***“We have been able to demonstrate the exchange of good practices among participants, who have shared their experiences at a personal and professional level, a situation that would not have been possible without this tool.” says Paola Parodi, Chief Training with Movistar***

After several months of use, they could see concrete results within the community of Trainers, Sales and Call Centers. *“Thanks to the use of the social collaboration tools and use of Gamification techniques we have helped Movistar consolidate and unify their formation processes with 7 call center providers in 3 countries.”*

comments Oscar Giraldo, Co-Founder and CEO of PlayVox.

## **Gamification increases engagement and motivation**

PlayVox has become the official communication channel for **Movistar Call Centers**. It has shifted from the use of e-mail and other alternatives, to unifying all information into this new platform. Currently they have found PlayVox to be an indispensable tool to achieve a pleasant working environment, where trainers have the possibility to express themselves, and learn and contribute to the growth of the community. The applied concept of Gamification through the use of rewards, badges and points, is present in all of PlayVox. They have been able to achieve great motivation from platform users and engagement has remarkably increased. *“We have been able to demonstrate the exchange of good practices among participants, who have shared their experiences at a personal and professional level, a situation that would not have been possible without this tool.”* says Paola Parodi, Chief Training with Movistar.

## **TIMELY ASSISTANCE AND MANAGEMENT**

Another great benefit that comes from utilizing PlayVox is the ability to immediately arrive on time when assisting all the distributed call center providers. They are aware that this new tool helps them manage online, thus unifying the used training material, although it is a training community who are in different Latin American

countries.

*“Utilizing PlayVox has meant having an instant management tool and reaching an online audience that is physically distributed in different countries. Furthermore, and very importantly, it stands out as an attractive and innovative tool”* says Marcela Osses, Training Manager.

## ABOUT PLAYVOX

PlayVox builds cloud software in order to improve call center enterprise performance in customer service, collections, sales and other call center oriented operations. PlayVox's Next Generation Agent Performance Optimization Software applies Gamification techniques and Big data analytics to optimize the entire agent life cycle in the Call Center beginning with selection, onboarding, and training process to recognition, coaching, motivation and performance management activities.

## ABOUT MOVISTAR

Movistar is a major mobile phone operator owned by Telefónica S.A. Its headquarters are in Spain. Yet Telefónica Móviles provides wireless networks in 26 countries, 14 of which are in Latin America. The name Movistar has been in use in Spain since the launching of GSM services in 1995 and the name became effective worldwide. Telefónica services, including mobile telephony and landline service, broadband and television, are marketed under the Movistar brand in Spain and most of Latin America.

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