COMPANY NAME	EL ALTO VALENCIA, S.L.

CHALLENGE TEMPLATE

CHALLENGE CODE	23.1 EL ALTO VALENCIA	TITLE	IA APPLIED TO INTERNATIONAL CUSTOMER SERVICE

DESCRIPTION

Starting from an established leadership in certain local market niches, the challenge is to grow internationally in the most efficient way possible. We need to be able to meet all the demand in different languages in the early stages of contact.

HOW COULD WE

How can we implement an AI tool focused on direct attention to initial queries (personalized chatbot) from international markets, both individuals and companies (B2B2C).

We are currently working with international clients but mainly through indirect prescribers (agencies, wedding planners, etc.).

We would need it in English and Spanish, with the idea of extending it to French and German.

SELECTION CRITERIA

- Ease of use
- Cost of implementation
- Possibility of evolution and customization of the "intelligent" learning of the tool
- Multi-language functionality
- Applicability for the streamlining of commercial management in the local market

TARGET INDICATORS

- Total increase in qualified leeds from foreign customers
- Total Increase in sales per commercial worker in the foreign market

REQUIREMENTS

- Technological
- Languages
- Avoiding any potential potential conflict with the GDPR

CHALLENGE TYPOLOGY	Process	✓ Technology	Business	Product

KEYWORDS	QUALITY, INTERNATIONALIZATION, DIGITIZATION, GROWTH