



PicUP[®]

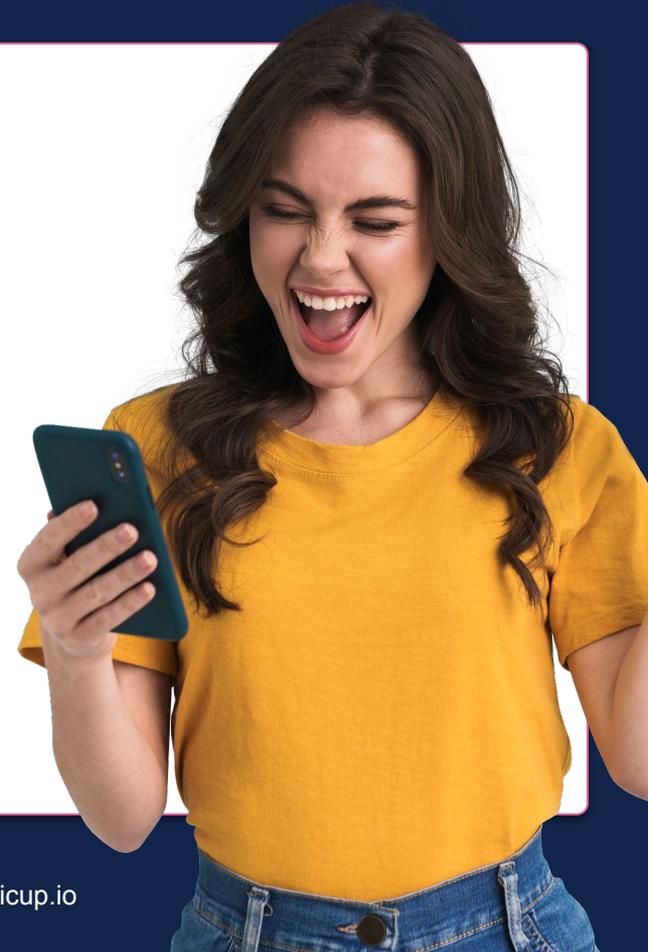
Transforming the way
enterprises call their
customers

Claro[!]

CLARO ECUADOR CASE STUDY

Claro is a connectivity, communication and Information Technology solutions company which provides a range of telecommunication services. Is part of América Móvil group.

As Ecuador's leading MNO provider, operating millions of subscribers in different fields such as mobile, landlines and wireless connections, Claro believes continuous innovation is a fundamental part as an ongrowing company.



The Challenge



One of Claro Ecuador goals is to identify innovative ways of providing exceptional service experiences that differentiate it from its competitors.

Claro Ecuador faces challenges both in **the customer experience and in KPI performance related to outbound calls.**

Unlike many other channels of service that have been digitized and optimized, telephone calls to the customers, a major communication and sales channel, have remained outdated.

While some aspects of the outbound call journey have been revived, the call itself that reaches the customer remains a black and unidentified screen which creates lack of communication and brand identification, and leads to frustration of customers and loss of sales to the company.

Claro Ecuador implemented PicUP's technology and utilized PicUP campaign optimization platform to deliver visually optimized & branded calls to their customers.



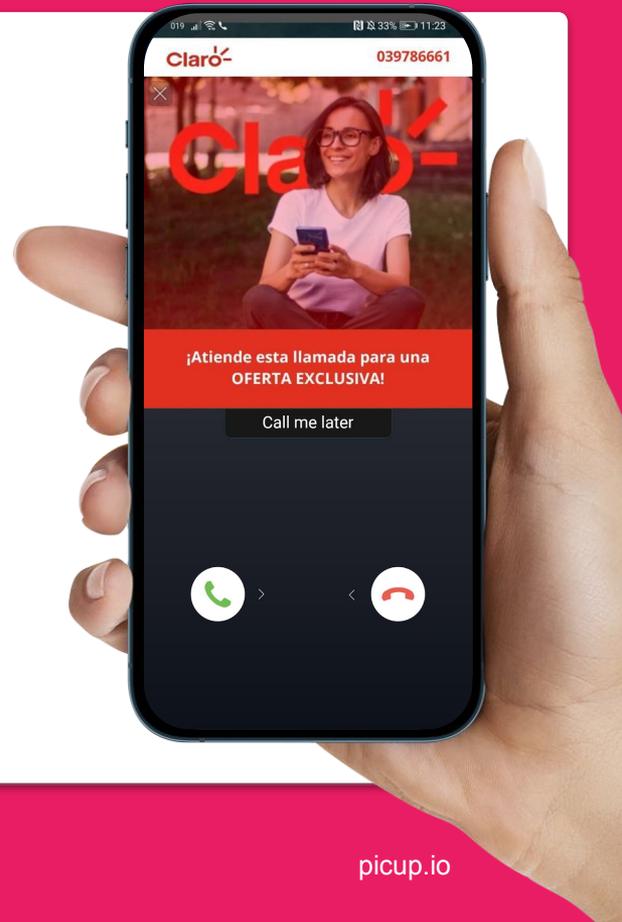
Contact center agents call customers



Customers receive PicUP optimized screens when phone rings



Customers pick up and start a purchase conversation with agents.



Claro Ecuador Pilot in numbers

Average sale and answer rate campaign results - September 2021



170,089
Calls
in September

57.46%
Increase in
answer rate

+51%
Increase in
sales rate

Use Cases tested in the pilot

1

NEW LINES

Increased amount of
fix lines sold

2

CROSS SALES

Increased amount of
newly joined
subscribers and
customers

3

EQUIPMENT SALES

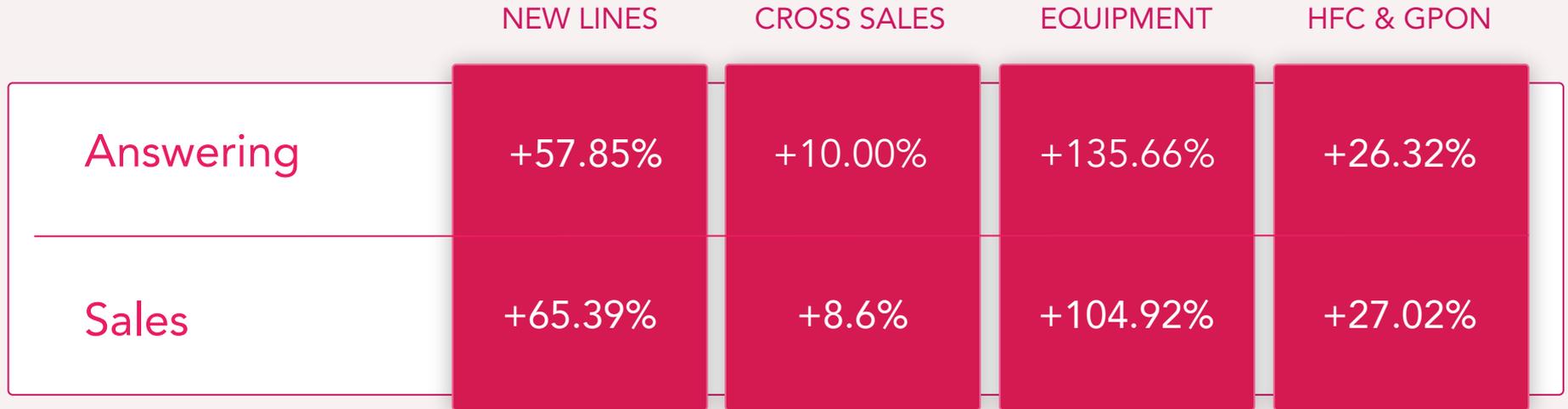
Increased sales of
mobile devices and
home services

4

HFC GPON

Increased sales of
optic fiber plans and
coaxial cable

Results after using Picup



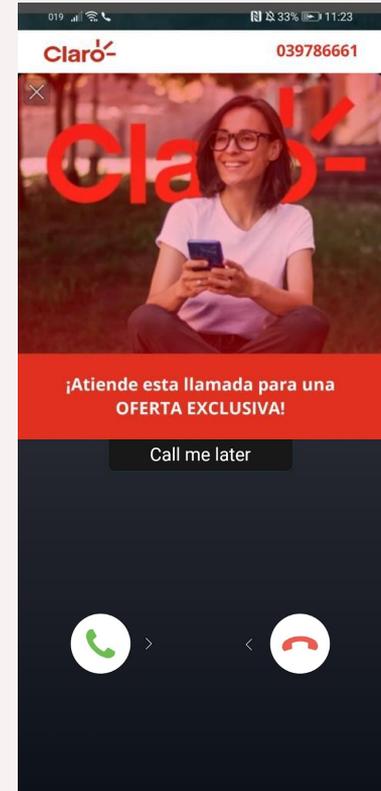
“

PicUP's services are a game changer.
Thanks to their technology we managed to
grow our sales, and improve both **customer**
experience and our **manpower satisfaction.** ”

David Pow Chon Long
Contact Center Manager at Claro Ecuador



Visually optimized & branded screens





picUP

Thank you

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