



Press Release

Ydilo announces its new solution for improving enterprise customer care channels.

With the Multichannel Customer Self-service Assessment Program (MCSAP), companies will benefit of Ydilo's experience in the areas of design, deployment and management of automated customer care channels and will greatly enhance their customer satisfaction whilst interacting with their existing customer care infrastructures.

Madrid, March 9th, 2011.

The innovative **Multichannel Customer Self-service Assessment Program** solution puts Ydilo's extensive experience at the service of every enterprise that uses automated customer care solutions – whether they are telephone based, offered through the Web or enabled by mobile applications. Any aspect that could be improved is a candidate for analysis and optimization: from the functional design through to the technology platform, including key indicators for continuous improvement.

Millions of users in the UK, Spain, Portugal and Latin America have successfully handled and resolved their customer care needs thanks to automated systems designed, developed and operated by Ydilo that include speech recognition IVR systems, mobile applications and Web/WAP portals. Ydilo counts mayor telecommunications operators, banks and public institutions among their customers.

Executives in charge of the customer care area often ask themselves: *“Can I improve my current IVR solution?”* The answer is a definitive “yes”: the key is to redesign it and turn it into a vehicle for customer loyalty, new business and a rapid means to resolve issues. There are plenty of old-fashioned IVR systems, perceived as mere obstacles on the road to being attended by a CSR.

Over the recent years, companies have made investments in order to improve the efficiency of their automated customer care applications. But have those really yielded the benefits they were expecting? Has there been a significant decrease in the number and duration of the calls to their call centers? Ydilo's experience in usability together with its technological expertise, already proven in hundreds of customer care deployments, will be able to also help forward-looking companies obtain their customer self-service goals in all of their customer care channels.

As Juan José Martínez Hidalgo, Chief Operating Officer at Ydilo stated: “Ydilo's **MCSAP** offers enterprises the methodology, expertise and experience that has earned Ydilo a leading position in automated multichannel customer care solutions over the last ten years”.

About YDILO AVS

Ydilo is a leading provider of managed services and advanced speech and multimedia-rich mobile solutions for automated multichannel customer care and value-added services. Telecommunications operators, banks, public entities and other large enterprises reap the benefits of better management of customer relationships and other business processes with leading-edge Ydilo solutions. The solutions have been internationally recognized for their high level of quality and usability. Currently Ydilo operates more than 3,000 ports with natural language recognition technology, dealing with more than 170 million calls annually.

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