

Telefónica will incorporate Generative AI into the workplace at Prosegur in Iberia and Latin America



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Telefónica will incorporate Generative Artificial Intelligence to its digital workplace management solution, Smart Workplace All in One, which is used by nearly 24,000 Prosegur office workers in the Iberian Peninsula and the Latin American countries where the security company is present.

Thereby, Prosegur employees in Spain, Portugal, Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Paraguay, Peru, and Uruguay can now count on a virtual assistant, GenIA, to manage their work environment more effectively.

Details of the project will be unveiled as part of the

Generative AI to improve and transform the employee experience

roundtable, which will be held in the Telefónica Agora at MWC2025 on Thursday, March 6, from 11:00 am to 11:30 am.

Intelligent and effective solution

GenIA is a generative Artificial Intelligence solution that offers, through a scalable platform, the integration of intelligent assistants with various collaboration tools in an agile and simple way.

In this way, the AI understands the employee's needs and solves any query or incident within its reach, forwarding the request to a human team to finish the process if it cannot resolve it. In turn, the employee manages, without the requirement of having technical knowledge, to solve their daily management problems and achieve a better user

experience. Finally, GenIA translates that information into the solution and the appropriate process so that the incident is resolved as soon as possible.

Telefónica deployed in Prosegur five years ago its workplace digitalization solution, Smart Workplace All in One, which included omnichannel and multi-language service with on-site support to employees, both in the workplace and at home in case of teleworking, and now this service is evolving by incorporating AI.

In addition to increasing agents' quality of service, AI will enable them to become more autonomous and grow professionally, giving them more capacity to perform new operational functions as they are freed from more repetitive tasks to focus on those that are complex and provide greater value.

The GenIA assistant will also integrate with various tools to detect recurring anomalous behavior patterns, such as disk capacity problems, slow start-up and other computer performance factors. In addition, GenIA will identify key milestones, such as email service failures, thus anticipating potential incidents. Thanks to this predictive capability, the assistant will be able to alert users and proactively offer solutions before they are affected.

María Muñoz, Director of Industry, Services and Retail at Telefónica Spain, points out:

Smart Workplace All in One allows Prosegur to offer a solution with unified management and a common governance model for its offices on both sides of the Atlantic, a solution that automates its processes, positively impacting 70% of the activity of the Customer Service Center; it reduces service and waiting times, and improves user satisfaction. Now we are going to go a step further and, thanks to AI, in addition to helping to resolve incidents more efficiently, we will be able to improve in preventing them

Javier Castaño, Director of Workplace IT at Prosegur, adds:

At Prosegur, we are committed to innovation and continuous improvement of our internal services. The collaboration with Telefónica in the development of generative Artificial Intelligence solutions will allow us to offer a more efficient and

personalized service to our own employees which, in turn, will result in a better service to our customers. In addition, we are firmly committed to ethics and responsibility in the use of generative AI, ensuring that our solutions are safe and respectful of our company's values.

Workplace All in One consists of a Telefónica solution that facilitates the comprehensive and secure management of the entire ecosystem of the workplace and includes from the provision of equipment tailored to each worker, to a one-stop shop that allows to serve the employee 24x7, including a process of end of life of the equipment, which incorporates the ecological destruction and deletion of data.

For more information: Telefónica at the MWC 2025

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