

Wayra reinforces its commitment in Wise CX to boost its growth in Brazil and Spain



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Telefónica's corporate venture capital arm, has once again invested in the Argentine startup Wise CX, which has a multi-channel customer service platform aimed at large and medium-sized companies.

Wise CX was previously invested in by Wayra Hispam, which helped it to internationalize and reach other markets in Latin America. Since then, the startup has established itself as a leader in the customer service industry. With this new investment, Wayra wants to encourage it to continue expanding in markets such as Spain, where it already has significant clients, and in Brazil, where it has recently acquired a local company specializing in artificial intelligence for contact centers.

In an environment where customers interact with companies through multiple channels, many service centres are overwhelmed, often resulting in an inconsistent, slow and poorly personalised experience for the user. Wise CX solves this challenge by delivering multiple customer experience solutions through a SaaS platform, including an integrated omnichannel management solution that unifies inbound and outbound communications with customers across all of a company's channels, social listening, and an innovative platform for creating conversational AI agents. These AI agents use generative artificial intelligence to deliver more fluid, personalised and efficient interactions across multiple channels. In addition, Wise CX provides real-time data analytics to deliver actionable insights that drive strategic decisions.

The long-standing relationship between Wayra and Wise CX has been fundamental to its growth and to accessing the large clients it has, as is the case in Latin America or Spain's Telefónica itself is also a client of the startup and has integrated its platform into Movistar Fusión, a clear success story of how investing in startups also helps Telefónica attract innovative solutions to offer a better experience to its

customers.

Pablo Moro, Director of Wayra Ventures, said:

Having accompanied Wise CX over the years and seen them grow, we have a strong relationship with them and know them well, which is why we wanted to reinforce our commitment by reinvesting in them to strengthen their growth in Spain and Brazil. We see a great future for Wise C because of their omnichannel approach and their use of artificial intelligence, which makes a significant difference to the user experience. In doing so, we are reinforcing our commitment to innovation and supporting startups that are leading technological change

David Cabrera, CEO and founder of Wise CX, said:

Our mission is to improve the experience that companies deliver to their customers every day. Today, we see that generative artificial intelligence can improve the relationship between them. And in Wayra, we have found a strategic investor who shares our vision of transforming the future of customer service through innovation and AI, and who will help us take our company to the next level

Wayra will have its own stand at 4YFN (4 Years From Now) 2025, the leading event for the international entrepreneurial ecosystem, where technology startups, investors, corporations and public institutions come together to generate synergies and joint commercial agreements. The event will be held alongside Mobile World Congress from 3 to 6 March in Barcelona.

Wise CX will be part of the Wayra stand on the morning of Tuesday 4 March, offering attendees the opportunity to learn more about the revolutionary platform that is transforming customer service with its omnichannel approach.

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