

PRESS RELEASE

Covisian Spain wins the Customer Relations Excellence Award for Innovation in the Metaverse



Covisian Spain has been recognized by the Customer Relationship Excellence Awards' jury 2022 with the Special Award for Innovation in customer relations in the Metaverse for Vodafone.

This award recognizes the innovation of Covisian Group in the development and implementation of its Avatar Customer Care as a new assistance and sales service in the Metaverse for Vodafone.

This new project, which is part of the company's challenge to identify new digital channels to improve the experience of its customers, in this case Vodafone, highlights the need for sectors such as telco, retail, banking, insurance, utilities and entertainment to go one step further in customer service towards virtual reality.

The Customer Relationship Excellence Awards, organized by the AEERC (Spanish Association of Customer Relationship Experts) and with the collaboration of IFAES, have been selected under the methodology of IZO, The Experience Design Company.

César López, CEO of GSS (Covisian Group in Spain) for Spain and Latin America, highlighted that *“this recognition of innovation in the metaverse for our Covisian Avatar Customer Care solution for Vodafone shows that at Covisian Group we continue to be at the forefront in technological solutions. With our arrival in virtual reality, we became the first service provider in the metaverse and confirmed our leadership as experts in innovative digital solutions. The GSS Covisian Group team, our own technology and the constant commitment to innovation and aligning our objectives with the objectives of our clients, position us as the perfect partner for any company in relation to the client that wants to optimize and improve communication with consumers from different channels, including the metaverse.”*