THE CONTACT CENTER INDUSTRY IN PORTUGAL
PLUNGING INTO THE FUTURE
NEARSHORING AND MODERNITY

CONFERÊNCIA APCC PORTO 2022 • 26 OUTUBRO • Porto Palácio Hotel

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THE METAVERSE

The Metaverse allows you to overcome physical limitations and create highly immersive environments and experiences built on the needs of each customer.

Offering **customer support** and product/service sales support creates **comprehensive and inclusive user experiences** .

Also the interaction between customers and consultants is made **easier and faster** than traditional websites or physical counters.

The main public platforms

DECENTRALAND Based on Blockchain technology, is a democratic and completely decentralized world. Currency: MANA.

THE SANDBOX A decentralized, community-driven gaming ecosystem where creators can share and monetize their creations.

HORIZON WORLD is linked to a Facebook account and features a world configurator that allows users to build places based on their needs.
Available in selected countries only.

ROBLOX A platform where users can create games and amazing worlds. With an estimated value of $41 billion, it has had the fastest growth in the Metaverse industry.

SPATIAL Supports almost any device and mode (web, mobile, wearable). It has a strong focus on NFTs.

Monthly Users:

Roblox	210.000.000
Zepeto	10.000.000
Altspace VR	1.000.000
Decentraland	300.000
Horizon Worlds	300.000
The Sandbox	30.000

Benchmarks and use cases

Interest in the world of NFTs.

Cryptographic wallet and digital currency purchase via Mastercard cards.

Brand awareness. Building of environments. "Demo" smart contract payment videos.

Agencies that can be visited in virtual reality. Spaces for employees and customers in the Metaverse.

Users can experience the mobility solutions of the future in the Metaverse.

Purchase land in the Metaverse. Support for gaming and eSports.

File 7 patent applications regarding NFTs and Metaverse.

First mortgage for the purchase of land in the Metaverse.

A surreal virtual world hosting exclusive events and concerts.

Treasure hunt with prizes in NFT.

A virtual shop in the Metaverse.

A virtual city in the Metaverse within the ROBLOX platform.

A virtual world where users can have a unique experience and buy Brand products.

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5 design steps of the Metaverse

1.

Defining Brand presence strategy in the Metaverse.

Building a customer journey from a detailed analysis of the industry and target.

Select the optimal platform for your project.

2.

Building environments in the Metaverse.

Definition of business-related environments.

Design 3D environments that align with corporate vision and brand identity.

3.

Interaction experience & content management.

Advanced customization avatars and environments.

3D content design creation.

Technologies for creating interactive experiences.

4.

Strategy for communicating Brand presence in the Metaverse.

SEO package.

Keywords to be used on the web.

Define communication strategy.

Social media editorial plan.

5.

Oversee environments in the Metaverse, consulting and sales support.

Continuous management of Metaverse's corporate environments.

Customer support.

Sales and promotion advice and support.

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Customer Care services in the Metaverse

Covisian's Customer Care services within the Metaverse, provided through the application of the proprietary Vivocha platform, are customer service and sales support oriented.

The **customer** has the ability to interact, with or without a 3D viewer, in virtual spaces where he **can contact a Covisian agent** for support in the Metaverse experience.

The customer care agent will be informed of a contact request through the Vivocha platform And can directly access the virtual space in open mode (multi-user interaction) or in private mode (single-user interaction).
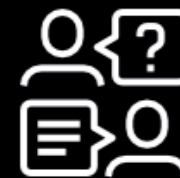
The agent will have the **opportunity to interact with the customer** through the use of a controller and collaboration tools, virtually appearing with his avatar and/or face, supporting the customer in purchasing and troubleshooting.

The Covisian AVATAR Customer Care

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Insurance promoter

Every Avatar is managed by an Operator specialized in the chosen service.

Personal Shopper

You can get ASSISTANCE, ADVICE OR BOTH