

Telefonica

La nueva frontera digital de las marcas

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Telefónica I+D
26.05.2016



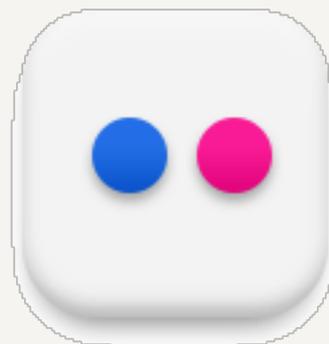
**La frontera digital se
está moviendo**

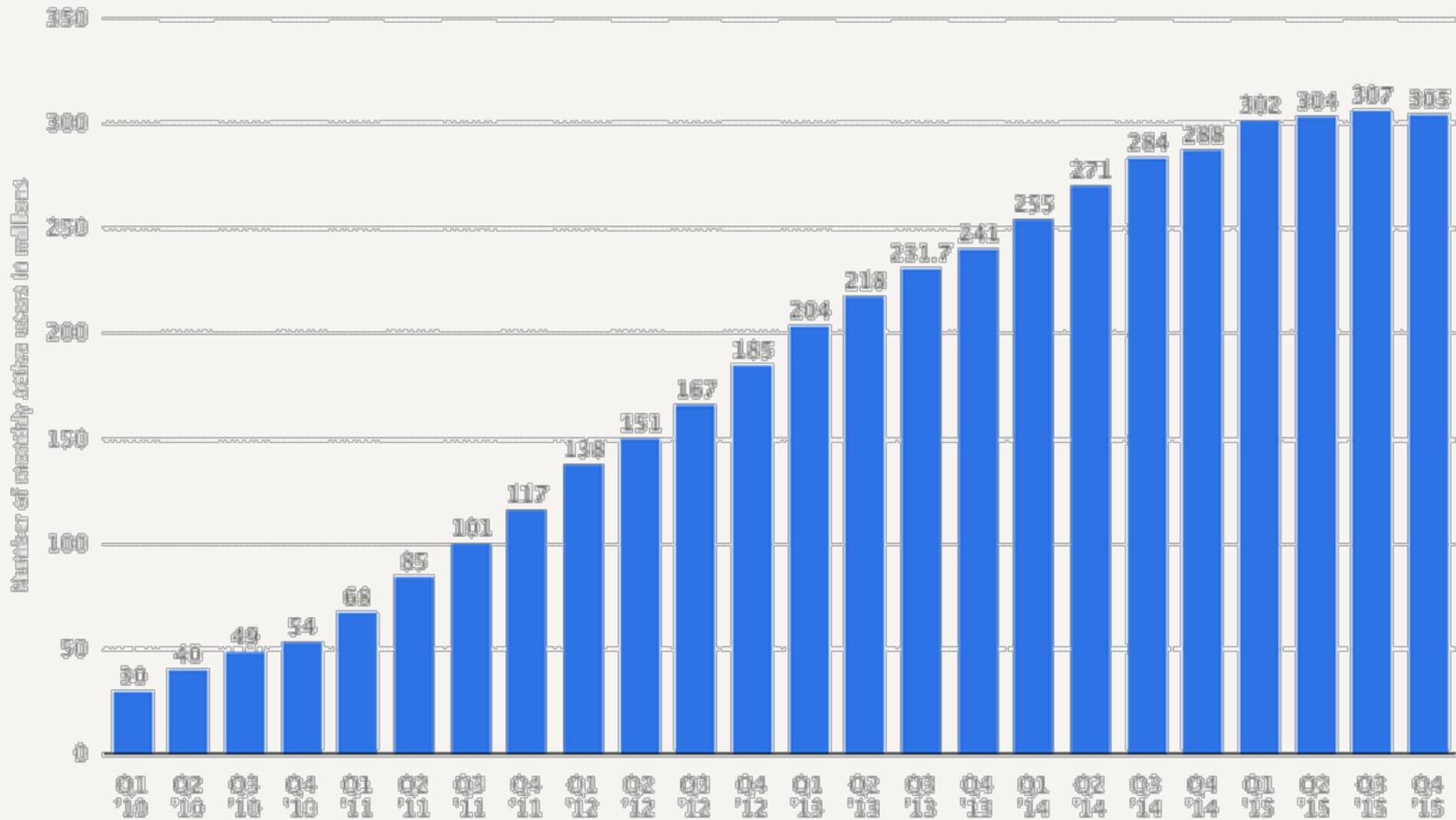
Crees que estás aquí





Pero en realidad ...





**El “machine learning”
dota a las máquinas
de capacidades
humanas**

**Hasta ahora teníamos
que aprender
habilidades de
máquina**



**Ahora, las máquinas
están aprendiendo a
escuchar**

Phone

Mail

What can I help you with?



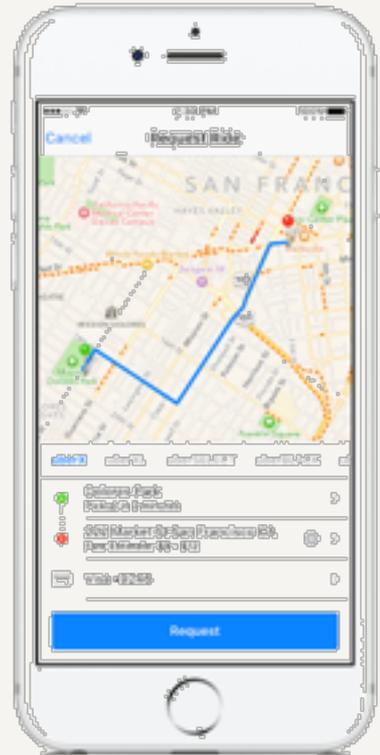
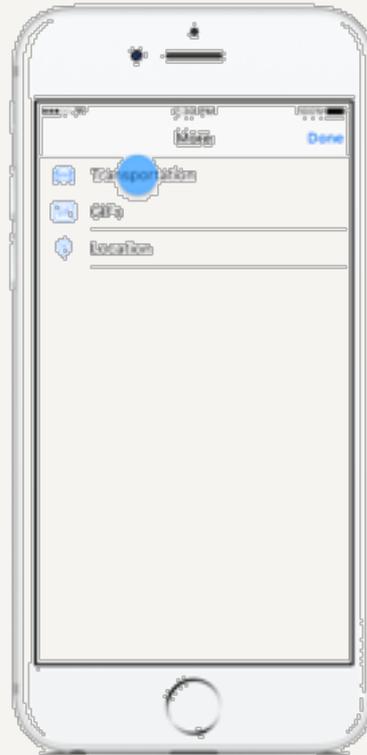
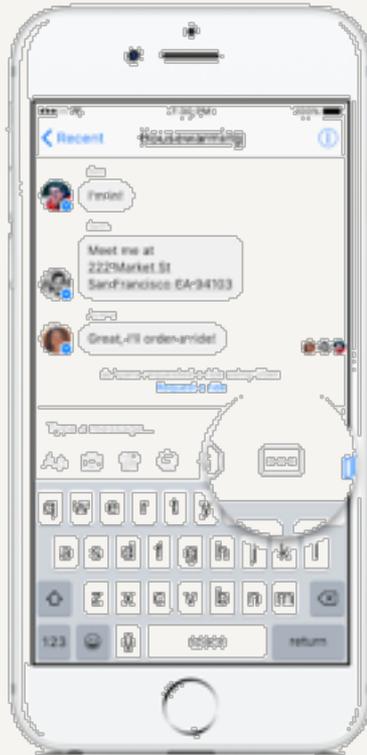
Aplicando machine learning

**Podemos inventar
una nueva forma de
interacción
automática**

Esto permite

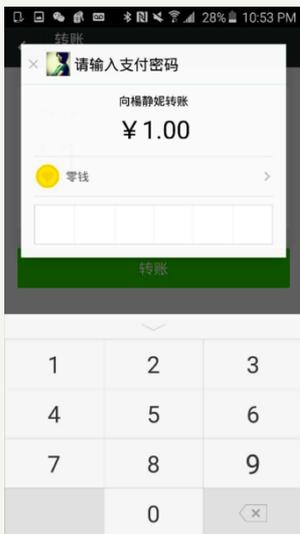
habilitar el

**“conversational
commerce”**





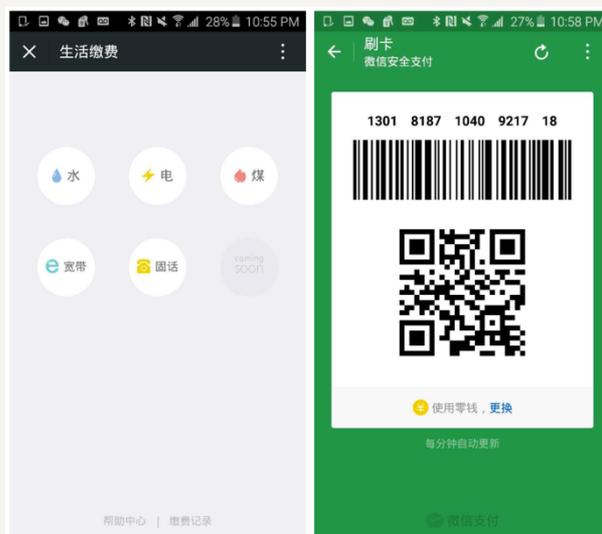
Pagos



Taxis



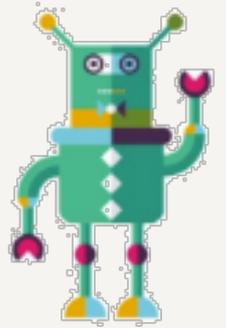
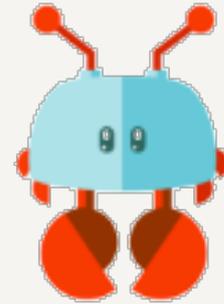
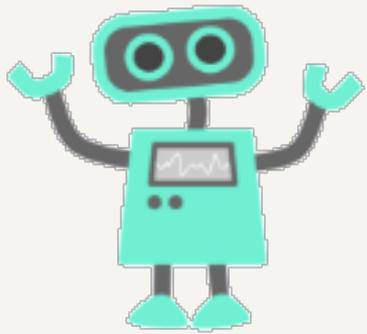
Facturas



Banca



**Para conseguir
escala, tiene que
haber una maquina
detrás**



There's A Bot For That...

**Pero, ¿cómo va a
tratar una máquina a
tu cliente?**

En la era de la automatización

**Aparecerán las
marcas post-
humanas**

En primer lugar porque

**Las máquinas pueden
llegar a ser tus
compradores**



Automatic trading

**Pero, ¿alguien sabe
cómo se hace
marketing a una
máquina?**

En segundo lugar porque

**Las máquinas van a
tomar decisiones**

**En el fondo, el
análisis es un
reconocimiento de
patrones**



Protocolos basados en la evidencia

**En Telefónica I+D
llevamos un tiempo
aprovechando el
machine learning**

Mobile

Your Smartphone Can Tell If You're Bored

A group of researchers looked at how people used their phones to figure out when they were bored, then suggested they go read a BuzzFeed article.

by Rachel Metz September 2, 2015

Add “boredom detector” to the seemingly endless list of things your smartphone can do. A group of researchers say they’ve developed an algorithm that can suss this out by looking at your mobile activity, considering factors like the time since you last had a call or text, the time of day, and how intensely you’re using the phone.

The work, which was conducted by several researchers at Telefonica Research in Barcelona, Spain, will be **presented** at the **UbiComp** ubiquitous computing conference in Japan next week. The researchers found that looking at this kind of data gave a reliable prediction of boredom as often as 83 percent of the time. The researchers also went a step further by sending bored smartphone users an alert to check out an article on BuzzFeed—which people who were judged to be bored clicked on more often than people who weren’t.

While using machine learning to infer your state of mind is tricky, doing so reliably via your smartphone could be powerful. For instance, if an app were able to predict that you’re bored, and also knew where you were, it could try to feed you content it thinks you’d like in that



**Con millones de
datos, las maquinas
son mejores que la
intuición**

**Pero, ¿y la
creatividad?**



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