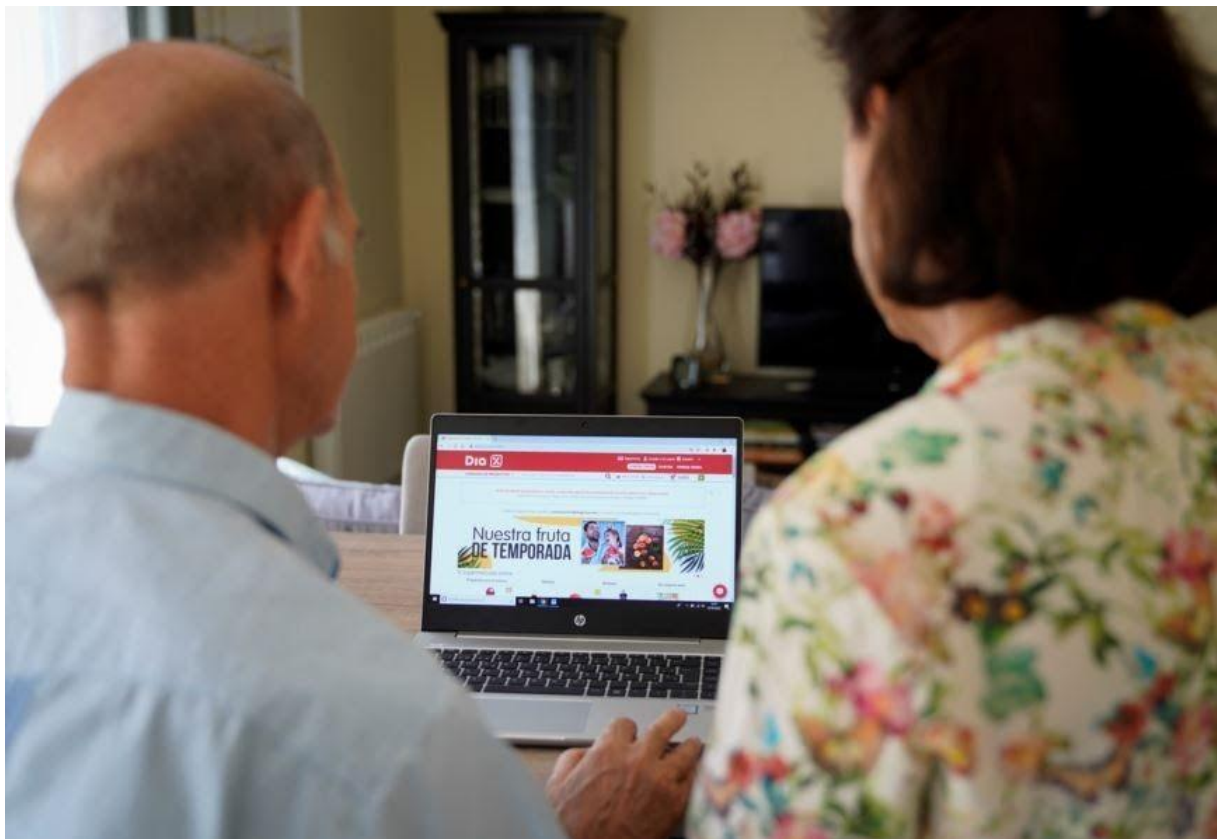




DIA teams up with Salesforce to boost its customer service



It is integrating the Service Cloud Voice solution into its call centre, which allows operators to transcribe conversations with clients in real time, thus facilitating a personalised experience based on the call content.

The company is committed to using artificial intelligence to serve its customers better than ever.

DIA is the first company in Spain to implement this solution.

Madrid, 28 October 2020. Within its digital transformation strategy, and with the aim of serving its customers better every day, DIA has partnered with Salesforce to integrate Service Cloud Voice artificial intelligence into its customer service. This technological solution transcribes conversations between operators and customers in real time, grouping the content of calls from both digital channels and the CRM into a unified dashboard. With this step, DIA has become the first company in Spain to integrate this solution.

"At DIA, we have a goal in mind: to serve our customers even better every day. To do this we must get to know them, listen to them and define our actions based on their needs and concerns," explains **Pablo Benítez, CIO of DIA in Spain.** *"By integrating Service Cloud Voice, we can quickly modify workflows to adapt to the needs of our customers in real time and improve our service metrics, as well as what we know about our consumers."*

With this solution, when a phone call is received by agents, the command centre appears directly in their workspace so they can manage customer information and view interaction records, as well as providing a service through different channels such as email, chat, messaging apps and phone.

By incorporating Service Cloud Voice technology, DIA is speeding up case management and can provide customers with the information they want in a faster way. *"95% of companies continue to offer the telephone as a communication channel with customers, according to our State of Service report,"* says **Laura Abarquero, Service Cloud Sales Director Iberia at Salesforce.** *"Artificial Intelligence helps agents deliver a personalised experience based on the content of calls and factors such as customers' purchase history, warranty information or past interactions. This allows agents to create a better experience for customers as well as themselves."*

COVID-19 has had a drastic impact on all businesses, and call centres have become more important than ever as consumers seek help in these strange circumstances. In fact, a recent survey* revealed that 30% of consumers are contacting call centres more now than before the pandemic. The telephone, and thus a voice, is still a very important channel.

"With the lockdown, demand for the online shopping service on dia.es tripled. To meet this demand, we quickly adapted our ecommerce and reinforced our call centre with more than 100 staff, so that all queries were resolved quickly and efficiently", recalls **Pablo Benítez.** *"In this sense, working with the Salesforce technological solution will provide us with the agility we need for contact with our users."*

The development carried out by Salesforce and DIA is a transformational project that seeks not only to implement a technology in the company, but to make customer service processes excellent,

optimising them and rethinking how things should be done in order to improve customer service and the method of communicating with customers.

The Salesforce Service Cloud Voice is supported by Amazon Connect, the omnichannel cloud contact centre for Amazon Web Services (AWS).

·Salesforce Research Survey: [Customer Service and Support](#)

DIA Group

(Distribuidora Internacional de Alimentación [International Food Distributor]) is a leading local supermarket chain, with 6,626 shops and franchises in Spain, Portugal, Brazil and Argentina. DIA is primarily supplied by local suppliers and meets the day to day food needs of over 20 million loyal customers, thanks to the commitment of its 39,000 employees across the globe.

Salesforce

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