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# TELEFÓNICA

A telecommunications company based on a comprehensive range of services and on the quality of connectivity provided by the best fixed, mobile and broadband networks. It offers a different experience in line with the company's own values and the protection of customer interests.

**www.iot.telefonica.com/es/**

**Collaborating member of the Smart Destinations Network**

Telefónica
miembro colaborador
Red DTI

# RESKILLING PLATFORM AND TRAINING ITINERARY

Telefónica has SaaS **e-learning platforms** where customers can manage and run training programmes to develop the skills of their own employees, or workers within the sector. In addition to the standard functions of any LMS (simple administration system, extensive catalogue of activities, tools for collaboration, document repository, extensive reports system, etc.), it features additional functions which aim to **improve user experiences and the capabilities of clients' training environments**:

- Training marketplace
- Virtual learning space using VR technology
- Chatbot to guide/help users
- Secure exam for remote certifications
- Skills evaluator
- Virtual classrooms

Telefónica's proposal includes both the platform and an extensive portfolio of training content focused on upskilling and reskilling, with a high impact on employability. Its catalogue is arranged by subject area: Specialist areas;

Digital transformation content; Cross-cutting areas; and Sectoral areas. The courses have been developed by prestigious institutions like universities, business schools and specialists in online training, who also deliver them.

All the courses in the catalogue can be offered on a standalone basis, to develop a specific skill, or as part of a set aimed at developing all the necessary skills to fulfil a specific job role.

Some themes that apply to the tourism sector are:

- Skills, marketing and e-commerce
- Optimisation of hotel management
- Technologies that support post-Covid sustainability in tourist accommodation
- Techniques to win traveller loyalty: marketing and digital transformation
- Logistics in the kitchen: procurement
- Profitability analysis in hotel establishments

| Scope of smart destination application | Solutions for destinations in the following areas | Type of solution |
|---|---|---|
| **Governance** **Technology** | | |