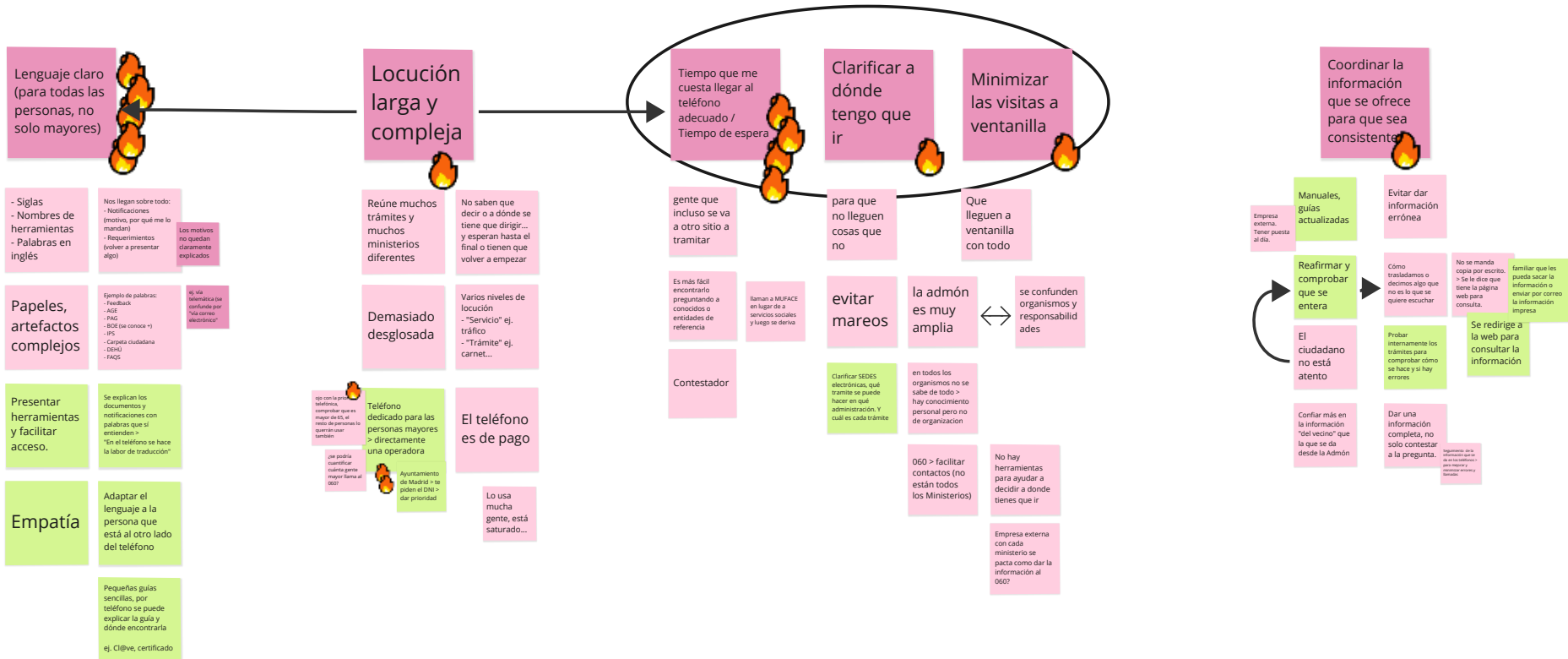Profundizar en los puntos de dolor (canal telefónico)