

WE DEVELOPED
A PRACTICAL, INTUITIVE
AUTOMATED SOLUTION
FOR CUSTOMER
SERVICE REPRESENTATIVES

Client

**OUR CLIENT
IS ONE OF BRAZIL'S MAJOR
INSURANCE COMPANIES
AND HAS A CALL CENTER
STAFFED BY APPROXIMATELY
2,000 REPRESENTATIVES.**

TO OVERCOME THE PROBLEMS THEY FACED WITH MANUAL OPERATIONS, IN DECEMBER 2020 BRQ LAUNCHED OUR PROJECT TO AUTOMATE ALL OF OUR CLIENT'S CUSTOMER SERVICE OPERATIONS.



ALMOST 13,000 EMPLOYEES;



**APPROXIMATELY 12,000
SERVICE PROVIDERS;**



**MORE THAN 36,000 PARTNER
AGENTS;**



**MORE THAN 11.7 MILLION
CUSTOMERS THROUGHOUT BRAZIL;**



**55 BRANCHES AND REGIONAL
OFFICES IN BRAZIL.**

Business Challenge

EACH CUSTOMER SERVICE PROCESS WAS VERY LONG AND COMPLEX; FOR A SIMPLE CUSTOMER DATA QUERY, SERVICE REPS NEEDED TO ACCESS SEVEN DIFFERENT SYSTEMS.

THIS PROBLEM MADE THE WORK LESS PRODUCTIVE AND, AS WE ALL KNOW, IN BUSINESS, TIME IS MONEY, SO COSTS ROSE. WE COULD SUM UP PORTO SEGURO'S PROBLEMS AS:

- 1** VERY COMPLEX CALL CENTER PROCESS, BASED ON SEVEN DIFFERENT SYSTEMS;
- 2** SLUGGISH ACTIVITY;
- 3** CUSTOMER SERVICE SHORTCOMINGS;
- 4** LACK OF PRODUCTIVITY;
- 5** HIGH COSTS;
- 6** PROBLEMS WITH DECISION-MAKING.



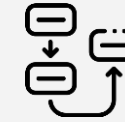
The BRQ Solution

BRQ MIGRATED THE SYSTEM FOR THE OPERATIONS AND CUSTOMER SERVICE TEAMS, WHO WERE USING SALESFORCE CLASSIC, TO SALESFORCE LIGHTNING EXPERIENCE.

LWC (LIGHTNING WEB COMPONENTS) **WITH GIT VERSIONING WAS USED TO BUILD** NEW LIGHTNING COMPONENTS, PREPARING THE SYSTEM FOR CI/CD (CONTINUOUS DEPLOYMENT).



DEVELOPED LAYOUTS AND SPECIFIC AREA PROFILES TOGETHER WITH THE COMPANY'S MANAGEMENT AND BUSINESS TEAMS;



CREATED QUEUES, BUTTONS AND NEW CHANNELS TO CHAT IN THE NEW LIGHTNING EXPERIENCE VERSIONS;



CREATED CHATBOT FLOWS FOR CUSTOMER SERVICE VIA WHATSAPP;

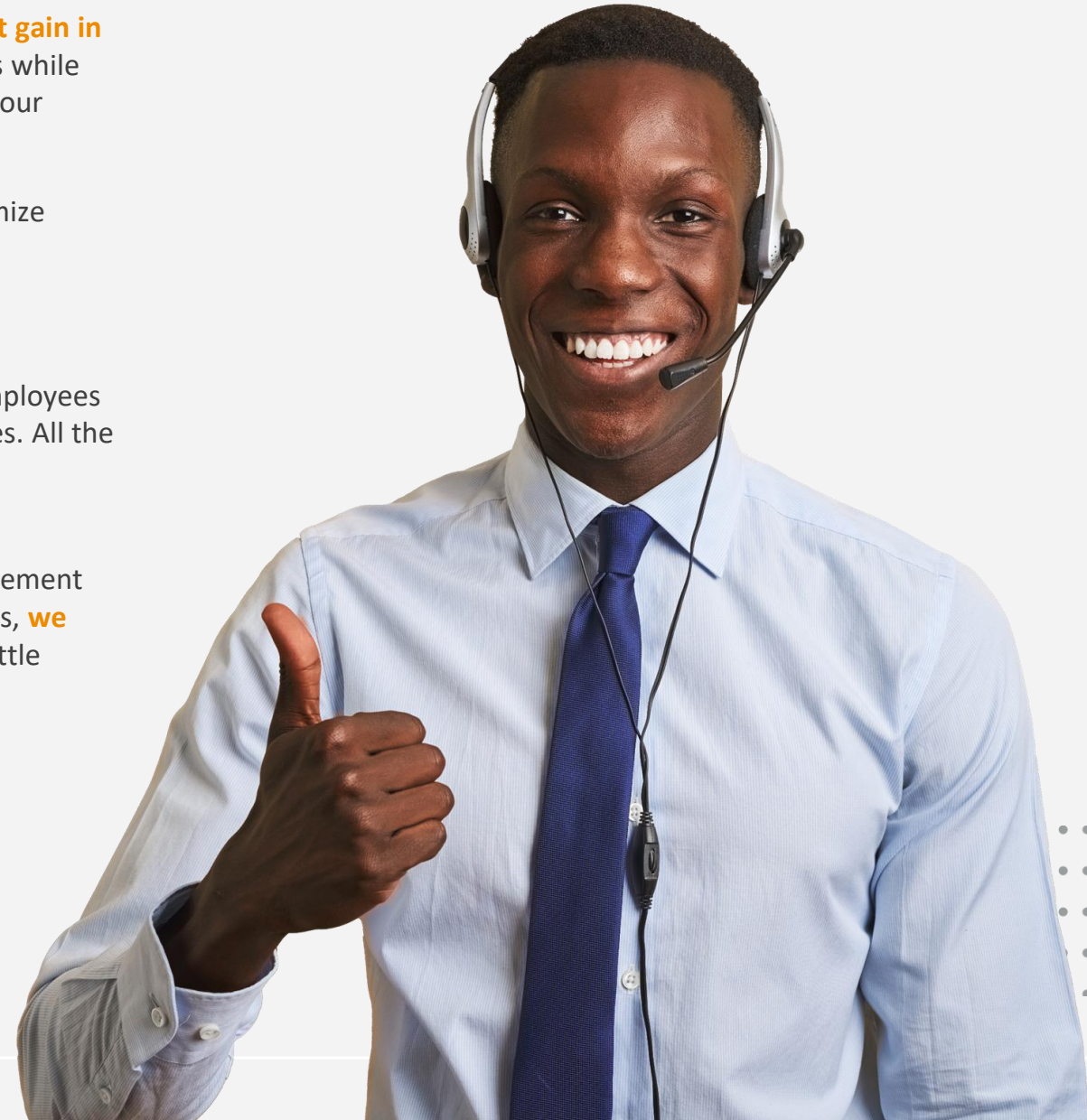


REPLACED OLD LEGACY SYSTEMS THAT WERE INCOMPATIBLE WITH NEWER VERSIONS OF CHROME.

How BRQ helped

- 1** **Cost reduction and higher revenue:** Automation represents a **significant gain in Return on Investment (ROI)**. It executes the same actions at lower costs while simultaneously encouraging efficiency in output, which tends to boost your revenue in the end;
- 2** **Maximum productivity:** Each customer service representative can optimize their own performance with IBA. Employees don't lose more time with repetitive activities; they can focus on **strategic actions that are more important for the business's productivity**;
- 3** **Decision-making:** Automation allows for optimized decision-making. Employees access a centralized, integrated system to run analyses of different issues. All the information and details they need are available in this one system;
- 4** **Streamlined implementation and adaptation to change:** When we implement automated systems with Agile methodology and intuitive/low-code tools, **we deliver value quickly to our clients**. Needed changes are made in very little time.

BEFORE, SEVEN DIFFERENT SITES EXISTED FOR QUERIES. NOW, REPRESENTATIVES ACCESS JUST ONE SYSTEM. ONE OF THE MAIN RESULTS WAS THE REDUCTION IN AVERAGE QUERY TIME IN THIS SYSTEM: **85% OF QUERIES TAKE LESS THAN 60 SECONDS.**



FACING A SIMILAR CHALLENGE? SCHEDULE A TALK WITH OUR SPECIALISTS

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