

A
**60% REDUCTION IN SLA
WITH NEW OMNICHANNEL
CUSTOMER SERVICE
PLATFORM**

Client

OUR CLIENT WAS LOOKING FOR NEW WAYS TO ENSURE RAPID SUPPORT IN ALL ITS CUSTOMER SERVICE CHANNELS.

With our partnership, this insurance provider was able to **reduce SLA by 60%**, made progress toward **omnichannel** integration of its customer contact channels and **centralized all its customer service operations**.

ABOUT THE CLIENT:



INSURANCE FOR INDIVIDUALS AND COMPANIES. IN THE BRAZILIAN MARKET, THIS CLIENT IS A PIONEER IN CUSTOMIZED INSURANCE PLANS FOR COMPANIES AND AFFINITY INSURANCE PROGRAMS



AT WORK IN **30 COUNTRIES** AND MORE THAN **800 OFFICES**.



R\$ 4.3 BILLION IN PREMIUMS



MORE THAN **3 MILLION** CUSTOMERS;



APPROXIMATELY **1,800 EMPLOYEES** AND AFFILIATES IN BRAZIL;



MORE THAN **20,000 AGENTS** THROUGHOUT BRAZIL.

Business Challenge

**OUR CLIENT DECIDED
TO INNOVATE AND COMBINE
CUSTOMER SERVICE
IN ONE MULTICHANNEL
(OMNICHANNEL) PLATFORM.**

**THE GOAL WAS TO MAKE THE CUSTOMER
SERVICE TEAM FASTER AND IMPROVE SERVICE
QUALITY.**

However, from a technological point of view, the client's team was not prepared to combine all their customer service.

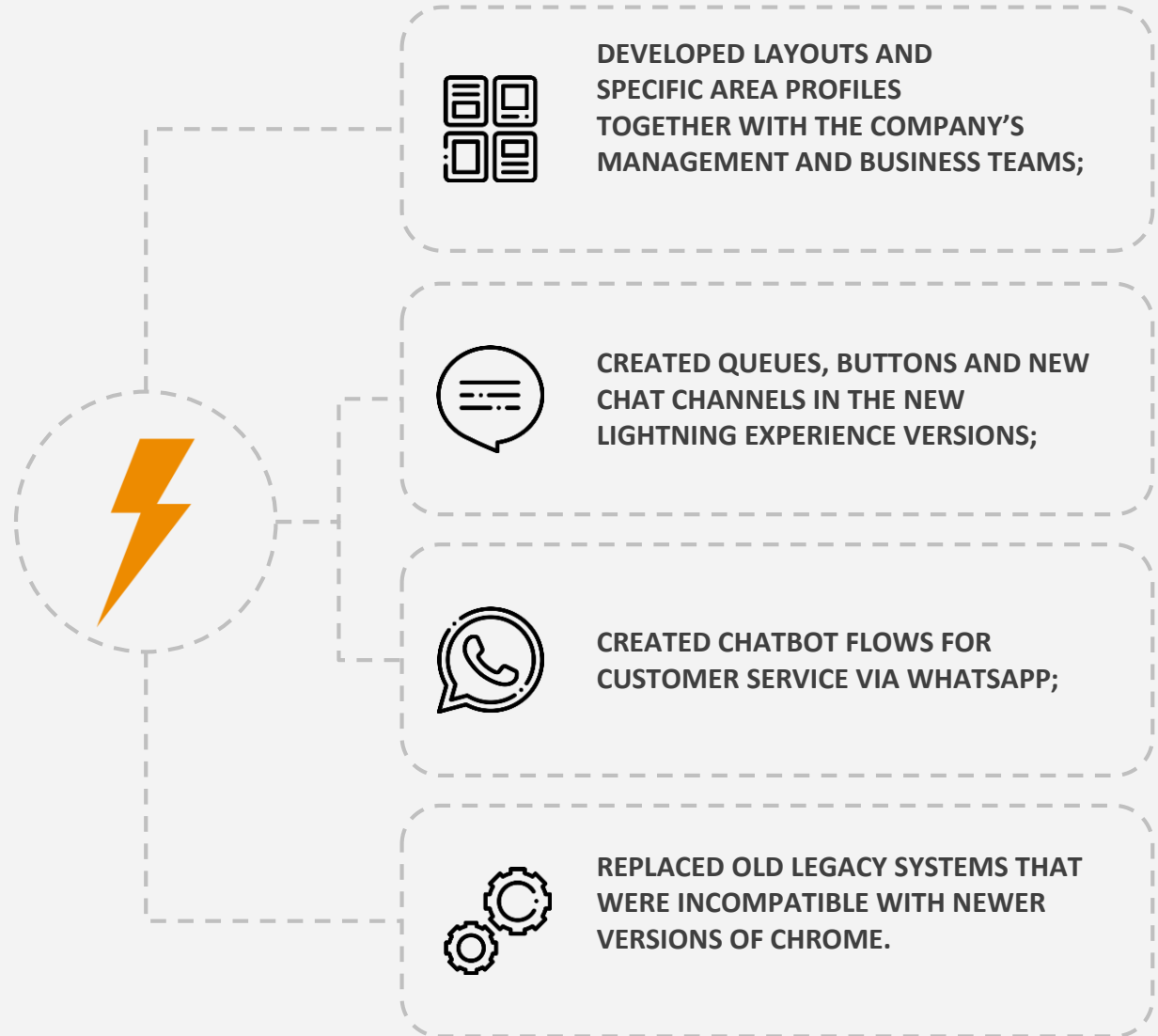
Most of the area was using Salesforce Classic. Integrating the customer service channels, however, required an upgrade to Salesforce Lightning Experience.



The BRQ Solution:

BRQ MIGRATED THE SYSTEM FOR THE OPERATIONS AND CUSTOMER SERVICE TEAMS, WHO WERE USING THE CLASSIC VERSION, 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).



Results



1

REDUCTION OF

60% IN CUSTOMER SERVICE SLA

MEANS THE INSURANCE COMPANY CAN FIND THE SOLUTION THE CUSTOMER NEEDS FASTER IN A CUSTOMER SERVICE INTERACTION.

2

CUSTOMER SERVICE CHANNEL INTEGRATION:

TELEPHONE, WHATSAPP AND LIVE CHAT,

CREATING A MORE FLUID JOURNEY THAT CAN JOIN ALL CHANNELS AROUND A SINGLE PURPOSE: IMPROVING CUSTOMER SATISFACTION.

3

CENTRALIZED CUSTOMER SERVICE CENTER

INTEGRATING CHANNELS ALLOWED CUSTOMER SERVICE REPRESENTATIVES TO HAVE ACCESS TO ALL THEIR ACTIVITIES ON A SINGLE SCREEN. THE CENTRALIZED DASHBOARD HELPS REPRESENTATIVES GET INFORMATION ABOUT THE CUSTOMER'S PROFILE AND PRIOR INTERACTIONS ON OTHER CHANNELS, ALL WITH JUST A FEW CLICKS.



FACING A SIMILAR CHALLENGE? CHAT WITH OUR SPECIALISTS

[CONTACT US](#)