

#### **About**

# BRAZIL'S MARKET FOR INVESTING IS HUGE.

Given this context, investors needed an agile, reliable, robust tool to support them as they sought the ideal financial product.



#### **SOME NUMBERS DESCRIBING OUR CLIENT:**



Profit of

#### **R\$ 7.436 BILLION**

in the second quarter of 2022;



#### **100,000 EMPLOYEES**

work at the institution — including more than 40,000 at their administrative headquarters;



Over

95,000 SHAREHOLDERS



More than

#### 3,800 BRANCHES

in all five regions of Brazil;



Present in

21 countries.

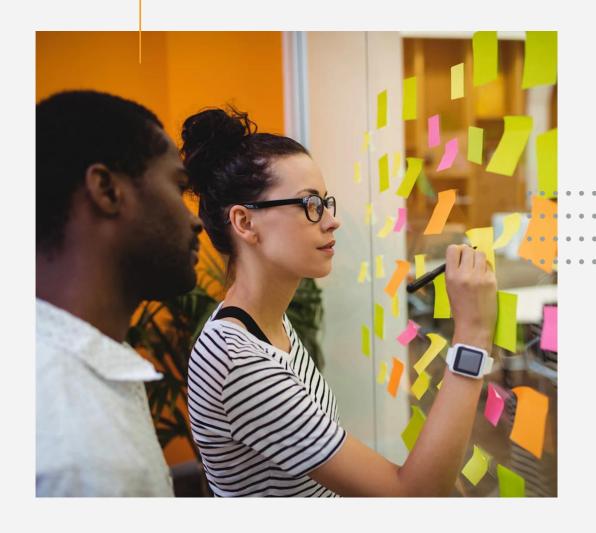


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#### THE QUESTION AROSE:

# "INVEST IN WHAT?"

A SOLUTION DEVELOPED BY A HIGHLY SPECIALIZED TEAM WITH A SINGLE-MINDED FOCUS ON CUSTOMER EXPERIENCE RESULTING FROM STRATEGIC DESIGN. THE TEAM APPLIED THE CONCEPT OF BUSINESS INTELLIGENCE TO THE COMPANY'S VARIOUS BUSINESS FRONTS. USE OF BIG DATA ALLOWS THIS INFORMATION TO BE ANALYZED CAREFULLY LATER.



### **How BRQ helped**



BY TAKING INTO ACCOUNT
SEVERAL ASPECTS
OF STRATEGIC DESIGN,
BRQ'S SOLUTION
DELIVERS 3 ATTRIBUTES
AT THE SAME TIME
TO INVESTORS



#### Financial education,

since users can learn about the products even before they decide to invest;

**Self-service**, which means the user can have access to information with total autonomy, at no cost whatsoever;

The tool is capable of delivering an **extremely useful functionality** for anyone seeking to allocate their assets: a **profitability projection** 

BRQ Digital Solutions

#### **Results and Impact**



RELEVANT NUMBERS

THAT CONFIRM THE PROJECT'S SUCCESS:

IN JUST THE FIRST THREE MONTHS
THERE WERE ALREADY MORE THAN

350,000

NEW VISITORS

75%
USERS
APPROVED;

THE CLIENT
IMPROVED MAPPING
OF ITS CUSTOMERS'
BEHAVIOR;

DATA STORAGE
BECAME
MORE EFFICIENT, MORE
FLEXIBLE AND FASTER;

VALUABLE INSIGHTS
ALLOW THE BANK TO
DEVELOP NEW
SOLUTIONS IN ORDER TO
SERVE THEIR PORTFOLIO
OF CUSTOMERS.

BRQ Digital Solutions

# FACING A SIMILAR CHALLENGE? SCHEDULE A TALK WITH **OUR SPECIALISTS**

**CONTACT US**