

SEE HOW BRQ
REDUCED THE AVERAGE TIME
TO OPEN MEI ACCOUNTS ONLINE
BY 81.5%
FOR THE LARGEST PRIVATE BANK
IN LATIN AMERICA

Client

DIGITAL TRANSFORMATION HAS SPURRED MORE AND MORE COMPANIES TO FIND AUTOMATED SOLUTIONS FOR THEIR INTERNAL OPERATIONS.

In this context, Latin America's largest private bank, in partnership with BRQ, implemented a solution that can **cut the time to open MEI (Individual Microentrepreneur) accounts by more than 80%** for the bank's customers.

BRQ took on the challenge of automating one of the bank's internal operations and was able to deliver amazing results.

ABOUT THE CLIENT:



PROFIT OF
R\$ 7.436 BILLION
IN THE SECOND QUARTER OF 2022;



100,000
EMPLOYEES



MORE THAN
95,000 SHAREHOLDERS
INVESTORS



MORE THAN
3,800 BRANCHES
IN ALL FIVE REGIONS OF BRAZIL;



PRESENT IN
21 COUNTRIES.



Business Challenge

THE CHALLENGE
MOTIVATING THIS
PARTNERSHIP WAS
**THE NEED TO
AUTOMATE THE
DIGITAL PROCESS TO
OPEN MEI ACCOUNTS.**

THE “**REVIEW OF RETURNED DOCUMENTS**” STAGE WAS CONDUCTED MANUALLY, WHICH MEANT:



Service time was longer than necessary, due to the volume of applications for approval of MEI accounts;



Optimizing the review flow was impossible because the process required an employee’s careful attention to each document.

The BRQ Solution:

STARTING WITH THE CHALLENGE OF AUTOMATING MEI ACCOUNT OPENING PROCEDURES AT THE BANK, BRQ TOOK ON THE ROLE OF DEVELOPING A SOLUTION THAT CAN APPLY **ARTIFICIAL INTELLIGENCE (AI) TO DOCUMENT REVIEW**. THIS CHANGE HELPED THE INSTITUTION GET INCREDIBLE RESULTS:



1

APPLICATIONS THAT COULD AUTOMATICALLY REVIEW INFORMATION EXTRACTED FROM DOCUMENT IMAGES SENT BY CUSTOMERS, DEVELOPED IN JAVA IN THE SYSTEM AND INTEGRATED WITH THE LEGACY SYSTEM AND SALESFORCE.

2

ABLE TO IDENTIFY WHETHER THE INFORMATION PROVIDED BY THE CUSTOMER IS CORRECT

3

WHEN NECESSARY, THE SOLUTION FLAGS THE NEED TO ASK THE CUSTOMER TO RESEND DOCUMENTATION.

In short, BRQ automated a stage that was previously conducted manually by the bank's back-office team. With this solution, the consequences of using the manual process stopped being a problem for the institution, once and for all.



Results

**ARTIFICIAL INTELLIGENCE
DEVELOPED BY BRQ IS ABLE
TO RUN MORE ANALYSES
WHEN COMPARED TO
THE MANUAL PROCESS.**

**THEREFORE, THESE ACCOUNTS CAN
BE OPENED FASTER.**



Results and Impact

AN AUTOMATED SOLUTION LIKE THIS ONE NEEDS NO SLEEP AND NEVER GETS TIRED:

IT CAN RUN REVIEWS 24 HOURS PER DAY

KEEPING OPERATIONS GOING THE ENTIRE TIME

THE SERVICE TIME INDICATOR DROPPED BY
**81.5% — FROM 27 MINUTES
TO 5 MINUTES;**

INCREASING THE PRODUCTION CAPACITY OF
THE FLOW TO OPEN MEI ACCOUNTS ONLINE —
**THE PROCESS BECAME 5
TIMES FASTER.**

The quicker service time also has a positive impact on customer experience.

In the long term, streamlining internal processes like this one by automating them can generate millions in savings for companies. This was shown in a recent study with companies in the United States. According to WorkMarket's *In(Sight) 2020* report, 54% of US company employees believe that they could save 240 hours per year with automation. In one year, this could generate \$4 million in savings for one company.



FACING A SIMILAR CHALLENGE? CHAT WITH OUR SPECIALISTS

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