SUCCESS STORY: CIELO

Jumpstart a channel revolution
A move to omnichannel customer experience makes Cielo more accessible

Staying ahead in a fast-moving market

One of the top-five card payment platforms in the world, Brazil-based Cielo, keeps the country’s economy moving. They enable businesses of all sizes—sole traders, family run firms, large companies and multinational market leaders—to simplify purchasing and realize sales. Processing about 8 billion card transactions annually, Cielo accounts for almost 10% of Brazil’s gross domestic product.

To stay on top as the payment partner of choice in a fast-moving market, Cielo transformed their contact center. “We saw the chance to differentiate the customer experience by making our people and services more accessible to clients,” said Nicolas Wsevolojskoy, Director at Cielo. “There was no time to lose.”

Integration expands channel choices

After speaking with several Genesys customers, Cielo put their trust in the Genesys PureEngage platform. “How do you integrate new channels? How do you make them truly frictionless?” asked Wsevolojskoy. “Well, you can’t do it by hand or by patching digital channels into legacy systems. Genesys was the best solution out there.”

Designed for seamless omnichannel engagement, the PureEngage platform brings mobile, web, social, email and voice interactions into a universal queue that the company can manage from a single desktop. This helps Cielo advisors track customer journeys in real time; built-in analytics capabilities enable them to deliver superior and personalized service.

Customer: Cielo
Industry: Financial services
Location: Brazil
Agents: More than 2,400 employees and 4,500 agents

Challenges:
• Offer frictionless omnichannel services on the customer’s terms
• Increase agility while lowering costs

Solutions:
• Genesys PureEngage
Optimizing IVR self-service functionality and bringing inbound and outbound calls onto the same platform were the first steps of the transformation. After that, Cielo integrated chat and email. Now it’s much easier for their 2.2 million customers to get in touch with them.

“We’ve gone from five or six channels to more than 20,” said Wsevolodskoy. “Improving IVR alone helped raise customer satisfaction and removed lots of unnecessary calls and expense; our CFO was also very happy.”

Access to information helps customers prosper

To help card clients increase sales, Cielo provides unique insights that draw on comparisons with their local peers and competitors. With PureEngage, that’s a different kind of conversation.

“Before, there were often long silences on calls while the agent pulled up various screens to get information or make a calculation,” said Wsevolodskoy. “Now, they can see everything at a glance, so the discussion flows naturally and the customer enjoys better service.”

As digital channels grow, Cielo increasingly monitors social media posts for content and language, while continuing to measure success using metrics like Net Promoter Score. An issue that might have taken a day to address through traditional channels often is resolved in two or three hours with Facebook.

“Our main goal is to help our customers prosper,” said Wsevolodskoy. “Now, they can reach us more easily and our advisors resolve their issues faster.”

Meeting compliance requirements saves time

The payments industry is one of the most heavily regulated and competitive sectors, with new entrants appearing all the time. Moving to the PureEngage platform enables Cielo to stay compliant and respond quickly to marketplace developments. Previously, it took weeks to make basic changes to IVR menus; now those changes take hours. Similarly, the time required to train new agents was reduced significantly.

“The thing we’re most proud about from our partnership with Genesys is that together we were able to jumpstart the channel revolution,” said Wsevolodskoy.

To learn more about the solutions featured in this case study, go to www.genesys.com.

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