

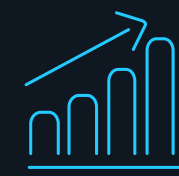


## How Livelo Expanded Consumer Insights with Bottom-up NPS®

With over 19 million participants, Livelo is one of the largest loyalty program companies in the Brazilian market. Created by two of Brazil's largest banks, Bradesco and Banco do Brasil, Livelo connects clients and participants to their best rewards. Customers can exchange points for airline tickets, hotels, packages, car rentals, online agency, or more than 500,000 products and services.

Livelo's São Paulo contact center employs 200 agents handling 1.5 million annual contacts.

7 POINT NET PROMOTER SCORE® IMPROVEMENT



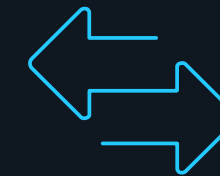
REVAMPED QUALITY MANAGEMENT BASED ON SURVEY RESPONSES



INCREASED OUTREACH TO DETRACTOR CUSTOMERS



COLLECTING 80,000 TRANSACTIONAL SURVEYS ANNUALLY



COLLECTING 5,000 RELATIONSHIP SURVEYS ANNUALLY



## CUSTOMER PROFILE

INDUSTRY Customer Loyalty Programs

WEBSITE pontoslivelo.com.br

LOCATION São Paulo, Brazil

GOALS

- Understand customer journey
- Improve customer experience

PRODUCTS

- NICE Satmetrix



## 01 THE CHALLENGE

### Standing out from the competition

The Livelo loyalty program, one of Brazil's largest, seeks to differentiate itself with a reliable, consistent journey to connect clients and participants. When Livelo carefully examined its relationship with consumers, the company recognized that it lacked detailed insights into consumer perceptions. "Livelo was only conducting surveys on the general perception of the brand," said Priscila Spohr, Livelo CRM Director.

Since Livelo was created in 2016 to succeed two previous loyalty programs, the organization wanted to gain deeper understanding and maintain an edge. But the top-down approach left Livelo guessing about how customers feel about the overall journey and experience. That was too big a risk to run in a competitive marketplace, so Livelo looked for solutions to expand customer insights.

## 02 THE SOLUTION

### Insights for every step of the customer journey

Livelo selected NICE Satmetrix, the first company in Latin America to do so. NICE Satmetrix is the leading global provider of customer experience management software for companies who know that customer experience drives success. The detailed journey surveys available through Satmetrix give Livelo a bottom-up view of Net Promoter Score (NPS®) at 15 different moments in the customer experience.

#### Bottom-up NPS insights

Instead of simply asking about general brand perception, Livelo now collects reliable survey data from customers at key moments, from registration to redemption to contact center interaction. Working with NICE, Livelo was able to start turning transactional surveys into NPS readings within 30 days.

The bottom-up NPS scores are more than just indicators. Livelo distributes detailed results to the internal teams, known as "tribes," responsible for each stage of the customer journey. Tribes discuss NPS readings and take action to address detractors.

NPS is now a board-level reporting metric for Livelo, and shows how quickly it has helped the company change course. The NPS scores provided by NICE Satmetrix have already prompted significant changes in Livelo's approach to customer service, leading to a new approach to quality monitoring that calibrates quality experiences around promoter, neutral, and detractor customers.





## New customer journeys

Livelo also found through NICE Satmetrix that it should reduce the number of simultaneous customers in a single agent's chat queue, revamp its customer service tools, and realign its customer journey teams. Placing extra focus on detractor customers has brought several important frustrations to Livelo's attention and allowed the company to respond more personally to difficult feedback. All told, Livelo's revised processes have produced a 7.7 point improvement in NPS as measured by NICE Satmetrix.

In the first year, Livelo conducted 80,000 transactional surveys and 5,000 relationship surveys, a pace that will continue in years to come. Livelo is also planning to expand NPS to internal employees, making NICE Satmetrix the official internal survey tool as well.

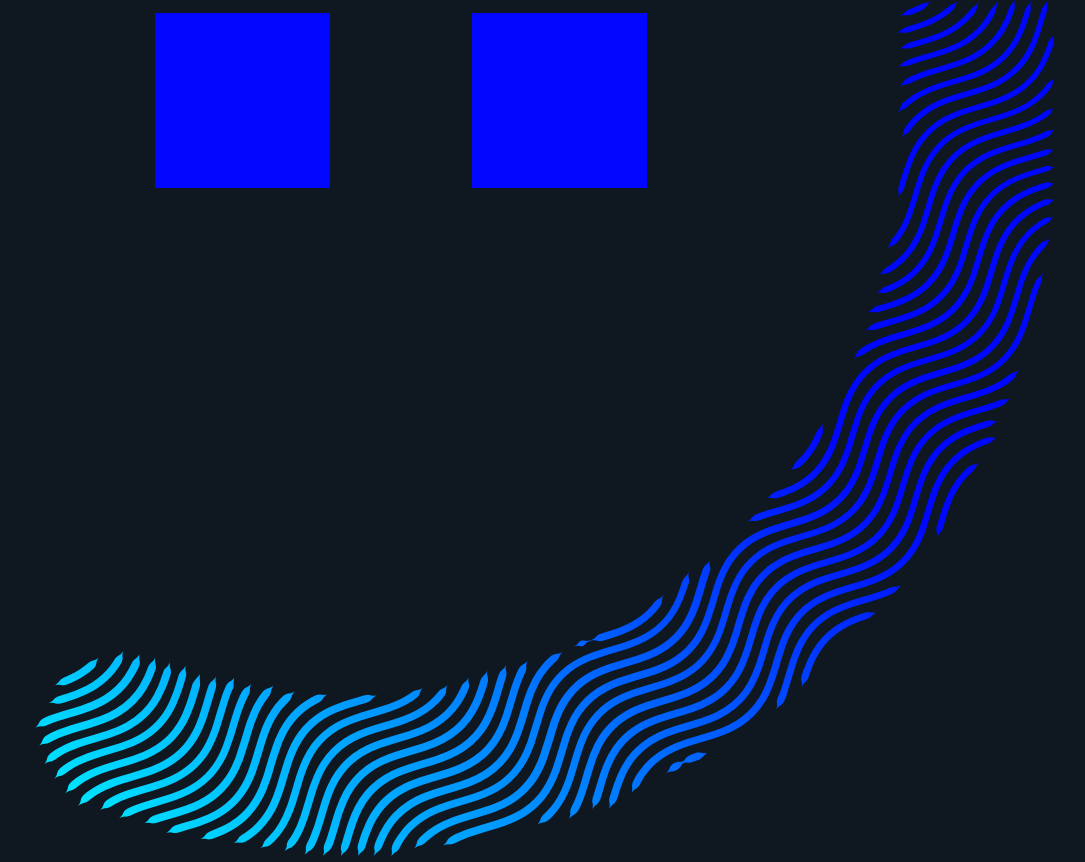
"With NICE Satmetrix, Livelo has a new level of understanding of the effectiveness of our customer relationships," Spohr remarked.

*Net Promoter Score, Net Promoter, and NPS are trademarks of NICE Systems, Inc., Bain and Company, Inc., and Fred Reichheld.*



"NICE helps Livelo create **experiential connectivity for our customers**, both in terms of using loyalty points and with regard to the journey that begins with the customer's first contact with our brand."

PRISCILA SPOHR  
CRM DIRECTOR  
LIVELO



## About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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