



ABOUT

Porto Seguro is the third-largest Brazilian insurance company in Brazil. The company offers insurance for cars, residential, health, life, and business. The company's portfolio also includes pensions, savings bonds, and other financial services.

NICE SOLUTIONS

- [NICE Interaction Analytics](#)
- [CXone Quality Management](#)
- [CXone Workforce Management](#)
- [CXone Interaction Recording](#)



CHALLENGE

As Brazil's third-largest insurance company, Porto Seguro's quality team deals with over one million interactions every month. Historically, the company has used a fully manual process for collecting data and analyzing it, preventing the team from becoming truly analytical and forward-looking. This process also made it difficult to understand customer sentiment, and whether it was tied to products or the actual customer service interaction.

SOLUTION

Working with Blue6ix, Porto Seguro developed a custom digital environment and created a more analytical mindset among the team. Within one month, the Porto Seguro team was thinking differently, informed by valuable and specific insights from analyzing 12,000 hours of recordings and 1TB of text data. Customer sentiment improved 14%. Porto Seguro looks to continue expanding its analysis capabilities and improving the customer experience. Interaction Analytics is paving the way for more personalization via AI-powered analytics.



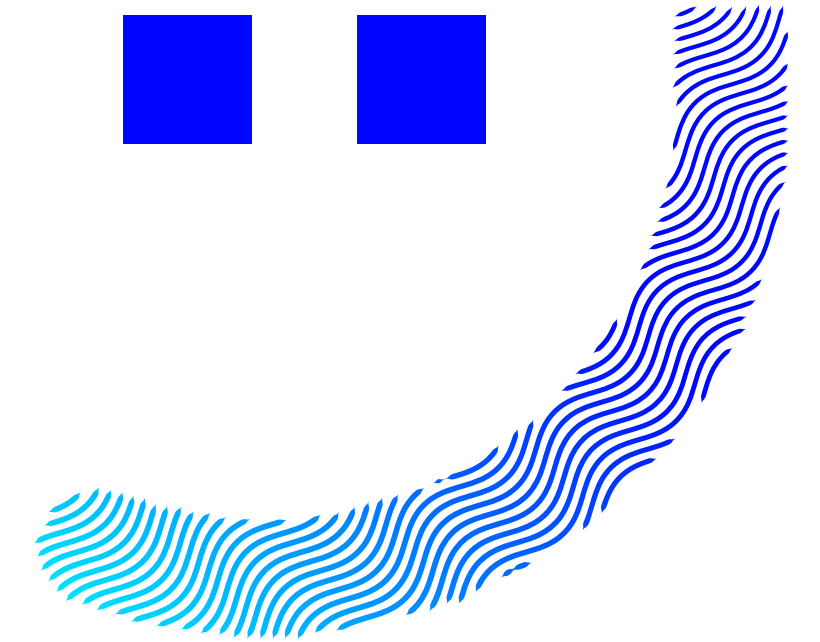
TIME SAVER

16 SECONDS

Reduction in call time

6 SECONDS

Reduction in idle time



12,000

Hours of voice data analyzed per month



14%

Increase in customer sentiment



“The use of Interaction Analytics has helped us understand customer behavior through evaluations of interactions. We’ve been able to swiftly contribute to changing behaviors, processes, and systems that impact the overall experience, all while maintaining our commitment to service quality.”

ALINE FERRAZ,
SUPERINTENDENT OF QUALITY,
SERVICE AND TRAINING
PORTO SEGURO