

Case study



Porto Seguro is one of the largest insurance providers in Brazil, offering coverage in health, home, life, car, and business. Their contact center manages over one million interactions each month.

Industry: Insurance

Website: www.portoseguro.com.br

Location: Sao Paulo, Brazil

Size: 2,900 Agents

86%

Issue resolution rate
on first contact



61%

Decrease in contact
volume for financial
and assistance



NiCE Solutions

- NiCE Interaction Analytics

Challenge

Porto Seguro is a major insurance provider in Brazil, offering services in health, car, life, home, and business insurance. The contact center team receives one million interactions a year, including crisis and emergency needs. Based on previous success with NiCE Interaction Analytics, Porto Seguro sought to enhance its data insights approach further and better understand the drivers behind customer calls.

Solution

Porto Seguro selected NiCE Interaction Analytics to better identify customer pain points. Leveraging a detailed conversation approach, Speech Analytics helped the insurer majorly reduce contact volume for financial and assistance, improve sentiment, and boost first call resolution. The solutions have increased visibility across the broader organization, and the contact center team is better able to meet individual customer needs.

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The increased visibility provided by Analytics has helped address the root causes of problems, not only the symptoms, but with a clear and structured action plan for continuous improvement.

Danielle Lima
Quality Manager
Porto Seguro

Great stats

6%

Sentiment improvement

13-20%

Reduction in repeat calls



NiCE

