

## Case Study

# Icatu Seguros

### CUSTOMER PROFILE

Icatu Seguros is the largest independent insurance provider in Brazil in life insurance, pension plans and capitalization solutions.

### WEBSITE

[www.licatuseguros.com.br](http://www.licatuseguros.com.br)

### NICE CXone SOLUTIONS

- CXone Omnichannel Routing
- CXone Audio Recording
- CXone Workforce Management

### RESULTS ACHIEVED

- Transitioned contact center agents to working from home in days
- Maintained business continuity and quality of service
- Reduced costs when outsourcing contract was eliminated
- Eliminated relying on an outsourcer to make system updates

### ON THE NICE SOLUTION

“One of the great differentiators of CXone is the mobility its cloud architecture offers as an option in emergency situations or a change in the company’s strategy. In addition, it offers tools for remote team management.”

Ivan Teodoro  
Planning and Solution Customer Service Manager  
Icatu Seguros

# Icatu

## Icatu Seguros Makes the Move to the Cloud with CXone

### ABOUT ICATU SEGUROS

Icatu Seguros is the largest independent insurance provider in Brazil in life insurance, pension plans and capitalization solutions. The company has over 6.6 million customers.

Its Rio de Janeiro contact center is comprised of 308 agents: 60% are employed by Icatu. The agents provide service 12 hours per day for 6.6 million customers and handle around 900,000 contacts annually.

# Case Study

## THE CHALLENGE

When the COVID-19 pandemic hit, Icatu needed to move its agents to working from home as quickly as possible. However, it used an on-premises system that was managed by an outsourcer. The system couldn't support a remote workforce which made it nearly impossible for Icatu to continue servicing customers while keeping its workforce safe from the virus.

"With the pandemic, urgent decisions had to be made in the beginning of March 2020 about moving their agents to working from home. Due to a technology limitation with the old solution, this was not possible," says Ingrid Imanishi, Solution Sales Executive at NICE CXone.

"In addition, it wanted to make system changes, such as customizing the IVR, running reports and giving their users the ability to view dashboards in the cloud. It also needed its entire contact center team to have easy access to the system," she says.

The company decided to look for a cloud contact center solution that could address its top concern: quickly moving its agents to working from home.

## THE SOLUTION

When the pandemic struck, many contact centers using on-premises systems were in the same situation as Icatu. NICE CXone realized it could help and developed a cloud offering that would help companies quickly transition their employees from a contact center location to remote work.

Icatu's first contact with the NICE CXone team was on a Friday, and by Monday, CXone was ready to roll out. All of its contact center employees were quickly transitioned to working from home within a matter of days without any negative impact on Icatu's business.

"One of CXone's great differentiators is the mobility that its cloud architecture offers as an option in an emergency situation or a change in the company's strategy. In addition, it offers tools for remote team management."

After the initial transition to CXone, Icatu knew it was time to switch to a full cloud contact center solution. It evaluated the consolidated CXone platform, including products such as the native, integrated workforce management, and compared them to other vendors' offerings, where often workforce or quality management are add-ons provided by third-party vendors. The decision was clear: CXone was the most complete CCaaS (contact center as a service) solution.

**"If you want a fast deployment, the flexibility to work from anywhere and scalability, consider CXone."**

Ivan Teodoro  
Planning and Solution Customer Service Manager  
Icatu Seguros

## OPPORTUNITIES IDENTIFIED

### Reduced costs by switching from on-premise system

By eliminating the on-premises system, Icatu reduced costs by switching all agents to the CXone cloud platform. Additional operational efficiency gains, such as customizable reporting and administration, are helping Icatu realize even more benefits by adopting a cloud platform.

### Agents can work from any location

Icatu no longer needs to worry about system instability. CXone's 99.99% uptime ensures the platform's availability, regardless of whether agents are working remotely or in an office.

Icatu values having all the functionality it needs in CXone, including dashboards and reports. Since CXone is a cloud platform, reports are now available to the entire team regardless of where an employee is located—they only need an internet connection and a login to access them. Because of CXone's flexibility and scalability, Icatu can easily shift to a blended work model where some of the agents work from its new headquarters and others continue to work from home.

### Easily update and customize CXone

Icatu especially appreciates the ability to go through a CXone platform upgrade on its own—there's no need to reach out to a third-party. "Icatu now has complete ownership of its contact center solution. It can add features and functionality to CXone at its pace, when it feels it's necessary, and from a capacity perspective, the company can now scale up or down as needed," says André Luiz Di Francesco, Account Manager at A5, Icatu's implementation partner.

"Now Icatu can build customized IVR features, develop automation for customer service processes and develop reports and dashboards," he says.

Given the operational efficiencies Icatu realized from using CXone, Ivan says his company definitely realized a positive return on investment. He concludes by saying, "If you want fast deployment, the flexibility to have agents work from anywhere and the ability to seamlessly scale up or down, consider CXone."

## 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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