

## Brasilcap

Brasilcap is the leader in capitalization assets and it is the result of a very successful partnership established in 1995 between Banco do Brazil, Icatu Hartford, Sul América and Aliança Bahia. With revenues of 670 000€, almost 1 180 000€ of actives titles and about 1,7 million customers, it is based in Rio de Janeiro and has 350 employees.

### Integrated CRM, CTI and Dialer solution has brought real and tangible advantages to Brasilcap

Achieving the expected ROI on the first year, generating additional 190 000€ in savings and reducing the agent handling time were the main benefits of Brasilcap's partnership with Plusoft and Altitude Software.

Brasilcap has concluded the first stage of the project which will be the cornerstone of its CRM strategy. This project included Plusoft, a Brazilian company leader in the development and implementation of contact center and CRM solutions, and Altitude Software, a global leader in contact center solutions, expertise and market experience. The solutions of both companies enabled Brasilcap to integrate inbound and outbound operations, allowing the project to reach a positive ROI on its first year. Today, Brasilcap contact center is responsible for 18,7% of the company revenues and expects to manage more than 2,5 millions interactions during 2007.

Brasilcap contact center has about 160 agents and it is already considered a benchmark for the sector, since this project included not only a technology upgrade but also a complete integration between applications and operations.

In addition to transforming the contact center to a strong profit center, other factors have driven the organization for an integrated solution. Two years ago, Brasilcap launched a project aiming to increase the number of available interaction channels and supporting their Direct Marketing strategy. There were also other operational needs, such as the integration between the IVR and the dialer and call classification.

After implementing Plusoft CRM and Altitude Predictive Dialer solutions, Brasilcap reduced the agent handling time by 12%. "Providing the same customer service and, at the same time, reducing costs has been a great motivation to move forward with this project", explained Rodriguez. This cost reduction generated additional savings of more than 190 000€. Another major breakthrough was the drop of the interaction cost due to the inbound and outbound integration.

“We have a truly blended environment that allows us to increase the outbound volume during low inbound interaction peaks. Before this project, it was not possible to optimize our interaction volume and to balance the inbound and outbound operations, because they were not integrated.”

*José Mauricio Rodriguez y Rodriguez  
Channel Manager, Brasilcap*

#### Client Data

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- It's the result of a very successful partnership established in 1995 between Banco do Brazil, Icatu Hartford, Sul América and Aliança Bahia;
- Revenues of 670 000€, almost 1 180 000€ of actives titles and about 1,7 million customers
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“To us, these figures are of the utmost importance because they prove that CRM projects create tangible benefits to organizations and that it is possible to reap benefits from the project early phases”, says Guilherme Porto, Plusoft President. Elaine Ferreira, Altitude Brazil President and Vice President to Latin America, also agrees and adds that the successful partnership between the two companies has once again delivered results. “The satisfaction of the customer with project and the type of results it generated showed us that we are on the right path in delivering integrated solutions to the market”, added Elaine.

The high complexity of this project, with several integrations, demanded the full commitment from Brasilcap, Plusoft and Altitude professionals that worked together and were able to deliver very positive results.

After this first stage and based on the results obtained, Brasilcap is already planning the integration with the back office system and the implementation of Altitude Call Back functionality which will allow customers to schedule an interaction to a more convenient time. “We also intend to extend our contact center to integrate, in real time, with Banco do Brasil and deploy chat as an additional interaction channel, available to all our customers. This way we will have a customer holistic view, independently of the interaction channel. This is our greatest challenge for the future.”, concluded Brasilcap Channel Manager.

## Contacts

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