

HOW THE LARGEST BANK
IN LATIN AMERICA BROUGHT

MORE **350** THOUSAND
VISITORS
THAN
TO ITS PLATFORM
IN 3 MONTHS

About

BRAZIL'S MARKET FOR INVESTING IS HUGE.

Given this context, investors needed an agile, reliable, robust tool to support them as they sought the ideal financial product.

SOME NUMBERS DESCRIBING OUR CLIENT:



Profit of

R\$ 7.436 BILLION

in the second quarter of 2022;



100,000 EMPLOYEES

work at the institution — including more than 40,000 at their administrative headquarters;



Over

95,000 SHAREHOLDERS



More than

3,800 BRANCHES

in all five regions of Brazil;



Present in

21 countries.



Technical Challenge

THE QUESTION AROSE:

“INVEST IN WHAT?”

A SOLUTION DEVELOPED BY A HIGHLY SPECIALIZED TEAM WITH A SINGLE-MINDED FOCUS ON **CUSTOMER EXPERIENCE** RESULTING FROM STRATEGIC DESIGN. THE TEAM APPLIED THE CONCEPT OF **BUSINESS INTELLIGENCE** TO THE COMPANY’S VARIOUS BUSINESS FRONTS. USE OF **BIG DATA** ALLOWS THIS INFORMATION TO BE ANALYZED CAREFULLY LATER.



How BRQ helped

BY TAKING INTO ACCOUNT
SEVERAL ASPECTS
OF STRATEGIC DESIGN,
BRQ'S SOLUTION
DELIVERS 3 ATTRIBUTES
AT THE SAME TIME
TO INVESTORS



1

Financial education, since users can learn about the products even before they decide to invest;

2

Self-service, which means the user can have access to information with total autonomy, at no cost whatsoever;

3

The tool is capable of delivering an **extremely useful functionality** for anyone seeking to allocate their assets: a **profitability projection**



Results and Impact

SOME
**RELEVANT
NUMBERS**
THAT CONFIRM THE
PROJECT'S SUCCESS:

IN JUST THE FIRST THREE MONTHS
THERE WERE ALREADY MORE THAN

350,000
NEW VISITORS

75%
USERS
APPROVED;

THE CLIENT
IMPROVED **MAPPING**
OF ITS CUSTOMERS'
BEHAVIOR;

DATA STORAGE
BECAME
MORE EFFICIENT, MORE
FLEXIBLE AND FASTER;

VALUABLE INSIGHTS
ALLOW THE BANK TO
DEVELOP NEW
SOLUTIONS IN ORDER TO
SERVE THEIR PORTFOLIO
OF CUSTOMERS.



FACING A SIMILAR CHALLENGE? SCHEDULE A TALK WITH OUR SPECIALISTS

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