

3. Case Study →

CHALLENGE

Financial institutions have a huge portfolio of products to market that is complicated by the difficulty of updating and training their current teams.

A financial entity in Brazil requests a digital human as a vehicle for outbound campaigns to achieve credit sales.

SOLUTION

We send our digital human through channels such as SMS, email, WhatsApp with a small claim in text and, when the user clicks, they come into contact with the avatar.

Who induces you to purchase and accept the credit, carrying out all the necessary validations against the entity's systems in a fully automated manner.

BENEFITS

+34% opening ratio in front of whatsapp channel

+49% TM reduction in interaction with WhatsApp channel

+2% conversion ratio versus whatsapp channel

60k recovered clients who did not return via WhatsApp

FINANCIAL SERVICES

