

The background of the entire page is a blurred photograph of a clothing store. In the foreground, several wooden hangers with dark-colored garments are visible, hanging from a metal rack. The background shows more clothing racks and a person in a white shirt, all out of focus to create a sense of depth and context for a retail environment.

**LOJAS MARISA INTERNALIZES
COLLECTION OPERATION,
IMPROVES EFFICIENCY AND
REDUCES COSTS**

marisa



THE COMPANY

Lojas Marisa is the largest retail stores chain specialized in women's fashion in Brazil, with 340 stores operating in the country. Lojas Marisa also offer consumer credit and financial services linked to its own credit card (private label). In this context, the customer base grew significantly, going from approximately R\$ 500 million in December 2007 to R\$ 520 million in the first half of 2012. In this semester, the Marisa card base registered 8.2 million accounts and more than 9, 5 million cards across Brazil.



Founded in 1954 with the mission to sell quality clothing at affordable prices



Largest Brazilian women's fashion retail chain with more than 90 million pieces sold



The chain currently has 340 stores throughout Brazil



More than 100 million customers per year pass through the stores

TRANSITION FOR IN HOUSE DEBT COLLECTIONS WITH THE FOLLOWING GOALS:

- ▶ Reduce debt roll-over time
- ▶ Decrease costs with service positions (PAs) and telephony
- ▶ Reduce customer agreement breakdown
- ▶ Increase negotiation
- ▶ Customer centralization, treating them as unique



After implementing the solutions, we noticed a 45% reduction in costs compared to the rental of the external collection structure and we have already been able to reduce 55% of telephone expenses. Currently, 100% of customers are contacted and, for this reason, we increase the effectiveness of the agreements. 60% of customers with 5 days of delay take out the debt in up to 2 days - **Emilio Augusto Vieira, collection manager of Lojas Marisa**





EXCELLENT OUTCOMES IN TWO MONTHS

In March 2008, the store chain acquired Altitude Software solutions, structured the Negotiation Center, plus selected and trained the collection agents. The in house collection operation began in June 2008 with 30 service positions. After two months using the Customer Interaction Management solution, Altitude Xperience, combined with the Altitude vBox communications platform, the solution evaluation exceeded the expectations of the company and a further 30 positions were added. The second expansion took place in December 2008 with another 30 service positions. Currently, Marisa has 90 positions.

THE SOLUTION

With the Altitude Xperience software suite it is possible to develop contact filters by strategy, set dialing priorities and determine importance rates for each action. The solution also enables results visualization of actions through a web interface, creating ways for the credit and debt collection outbound campaigns to be segmented automatically. Furthermore, it is possible to create appropriate groups of agents to meet specific customer profiles and needs.

On the other hand, the IP telephony solution, based on software and open platform, mix the functionalities of a multimedia contact center with the advantages of an IP network. Both solutions combined supports Lojas Marisa to monetize, automate and speed up the entire process of managing debt collection and telemarketing campaigns.

BUSINESS BENEFITS

The solution maximizes agent productivity, is highly flexible and enables companies to quickly adapt to new realities. And it still delivers a lot of benefits for a low installation and operation cost operation is 100% monitored, this allows us to have more control and agility. In addition to the improvements for the company and the customer, because we can offer a differentiated contact, where the customer is considered unique, we also promote social development through employability in the regions where the chain operates.

WHAT WE HAVE ACHIEVED

From the beginning, Lojas Marisa can measure the results obtained with the use of Altitude Software solutions. The customer base loss dropped from 8.4% to 2.15% between 2007 and the first half of 2012. There were cost reductions, significant improvements in the company's revenue and in the debt collection process efficiency. In addition, the company contributed to the social development of the regions where it operates.

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BETTING ON THE FUTURE WITH MORE TECHNOLOGY AND BETTER MANAGEMENT

“ The success of this operation comes down to the competence and seriousness of Marisa and the speed and agility of our partner Altitude Software **(Emilio Augusto Vieira (Pitico), collection manager of Lojas Marisa)** ”

The next steps of the partnership have already been defined. According to the executive, Lojas Marisa intend to maintain performance, implement more technology in its infrastructure, adopt more dynamic strategies and motivate its employees even more.

CONTACTS

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