

SÃO PAULO SUBWAY
SOCIAL SERVICES IMPROVE
FLEXIBILITY AND STANDARDIZE
CUSTOMER SERVICE

METRUS

INSTITUTO DE SEGURIDADE SOCIAL



THE COMPANY

Metrus is a Not-for-profit Private Social Services Organization founded by Companhia do Metropolitano de São Paulo (Brazilian Sao Paulo city subway service). Metrus goal is to provide health and social services to Metro (Subway) employees and their families. These supplement the services provided by the Brazilian State, helping to ensure the health and wellbeing of Metrus beneficiaries. The Sao Paulo Subway operates since 1974. It was used by 1,1 million passengers in 2012.



4 subway routes



65,3 km network



58 stations



900 trains

“ We needed a robust, but easy to use, customer interaction management solution. That was exactly what we got with Altitude - **Fabio Mazzeo – Diretor-presidente, Metrus** ”

Not-for-profit Private Social Services Organization founded by Brazilian Sao Paulo city subway service

Health and social services to Subway employees and their families

Over 30.000 social services beneficiaries

65th largest Not-for-profit Private Social Services Organization in Brazil

Real 1,3 billion in managed assets



INCREASED FIRST CALL RESOLUTION AND BETTER CUSTOMER SERVICE MANAGEMENT

By 2010, increased demand for Metrus services generated a need for more resources, bigger teams and higher quality service, so Metrus upgraded and extended its Altitude solution, increasing the number of positions to 30 and adding more IVR's, while improving the ability to report and measure customer service performance. As a result, increased first contact resolution reduced by 60% the number of repeat calls. The demand for customer service also rose by 42% as a result of perceived higher quality service.

Mr. Mazzeo underlines the availability of more, better quality information on contact center and customer service performance as one of Altitude uCI solutions best advantages. "Altitude uCI made our management process more effective. Monitoring and recording makes it possible to evaluate productivity and service quality on our contact center" states Metrus President of the Board.

Besides generating an increase in demand and on revenue from services, the Altitude solution also provided more flexibility, namely to prioritize service to

disadvantaged groups by scheduling presential service while providing customer history, enabling personalized service. "Performance indicators have consistently improved. General information requests are dealt with in less time" states Mr. Mazzeo.



BENEFITS



Automated service with integrated information



Increased first contact resolution reduced by 60% the number of repeat calls



Faster and more flexible customer service



Demand rose by 42% as a result of perceived higher quality service



Service managed and routed according to issues and audiences (disadvantaged groups)



MORE FLEXIBILITY TO FOLLOW-UP AND PROVIDE PERSONALIZED SERVICE

The Metrus President explains that, despite the fact that the focus of Metrus Altitude solution is on inbound, it also enables outbound campaigns and call back services. "The solution not only services an increasing number of contacts and requests. It also enables the services to return calls and follow-up on requests, guaranteeing security and compliance".

"Altitude solutions enabled big improvements in contact center performance and customer satisfaction at Metrus. The Altitude uCI solution has a great track record in adjusting to business goals and delivering operational and business results in a wide range of situations" states Elaine Ferreira, Altitude Vice President for Latin America.

Going forward, Metrus goals are to extend the contact center and presential service processes and success to the rest of the Metrus organization. A future implementation of the Altitude uCI8 solution can extend the workflow processes and management control of response times to more departments in the organization.

PROJECT

- ▶ Standardize, manage and control customer service to over 30.000 social services beneficiaries
- ▶ Standardized system for presential service scheduling, enabling a customized service
- ▶ Automate, prioritize and organize customer service by issues and by audience, while Metrus created specialized customer service teams

ALTITUDE SOLUTION

- ▶ Altitude uCI
- ▶ Inbound and outbound voice
- ▶ IVR
- ▶ Preview dialer
- ▶ Email
- ▶ Chat
- ▶ Recording and Monitoring
- ▶ Altitude vBox

CONTACTS

Metrus

Tel: +55 11 3371-3439
www.metrus.org.br
lfonseca@metrus.org.br

Altitude Software

Tel: +55 11 3841-7100
www.altitude.com
faleconosco@altitude.com