



Customer Profile: Customer Loyalty Programs

Website:
pontoslivelo.com.br

Location:
São Paulo, Brazil

Business Need:

- Understand customer journey
- Improve customer experience

NICE Solutions:

- NICE Satmetrix

The Impact:

- 7 point Net Promoter Score® improvement
- Revamped quality management based on survey responses
- Increased outreach to detractor customers
- Collecting 80,000 transactional surveys annually
- Collecting 5,000 relationship surveys annually

On The NICE Solution

“NICE helps Livelo create experiential connectivity for our customers, both in terms of using loyalty points and with regard to the journey that begins with the customer’s first contact with our brand.”

- Priscila Spohr, CRM Director, Livelo

About Livelo

With over 19 million participants, Livelo is one of the largest loyalty program companies in the Brazilian market. Created by two of Brazil’s largest banks, Bradesco and Banco do Brasil, Livelo connects clients and participants to their best rewards. Customers can exchange points for airline tickets, hotels, packages, car rentals, online agency, or more than 500,000 products and services.

Livelo’s São Paulo contact center employs 200 agents handling 1.5 million annual contacts.

The Challenge

The Livelo loyalty program, one of Brazil’s largest, seeks to differentiate itself with a reliable, consistent journey to connect clients and participants. When Livelo carefully examined its relationship with consumers, the company recognized that it lacked detailed insights into consumer perceptions. “Livelo was only conducting surveys on the general perception of the brand,” said Priscila Spohr, Livelo CRM Director.

Since Livelo was created in 2016 to succeed two previous loyalty programs, the organization wanted to gain deeper understanding and maintain an edge. But the top-down approach left Livelo guessing about how customers feel about the overall journey and experience. That was too big a risk to run in a competitive marketplace, so Livelo looked for solutions to expand customer insights



The Solution

Livelo selected NICE Satmetrix, the first company in Latin America to do so. NICE Satmetrix is the leading global provider of customer experience management software for companies who know that customer experience drives success. The detailed journey surveys available through Satmetrix give Livelo a bottom-up view of Net Promoter Score (NPS®) at 15 different moments in the customer experience.

Bottom-up NPS insights

Instead of simply asking about general brand perception, Livelo now collects reliable survey data from customers at key moments, from registration to redemption to contact center interaction. Working with NICE, Livelo was able to start turning transactional surveys into NPS readings within 30 days.

The bottom-up NPS scores are more than just indicators. Livelo distributes detailed results to the internal teams, known as “tribes,” responsible for each stage of the customer journey. Tribes discuss NPS readings and take action to address detractors.

NPS is now a board-level reporting metric for Livelo, and shows how quickly it has helped the company change course. The NPS scores provided by NICE Satmetrix have already prompted significant changes in Livelo’s approach to customer service, leading to a new approach to quality monitoring that calibrates quality experiences around promoter, neutral, and detractor customers.

New customer journeys

Livelo also found through NICE Satmetrix that it should reduce the number of simultaneous customers in a single agent’s chat queue, revamp its customer service tools, and realign its customer journey teams. Placing extra focus on detractor customers has brought several important frustrations to Livelo’s attention and allowed the company to respond more personally to difficult feedback. All told, Livelo’s revised processes have produced a 7.7 point improvement in NPS as measured by NICE Satmetrix.

In the first year, Livelo conducted 80,000 transactional surveys and 5,000 relationship surveys, a pace that will continue in years to come. Livelo is also planning to expand NPS to internal employees, making NICE Satmetrix the official internal survey tool as well.

“With NICE Satmetrix, Livelo has a new level of understanding of the effectiveness of our customer relationships,” Spohr remarked.

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About NICE

NICE (Nasdaq: NICE) is the world’s leading provider of both cloud and on-premises enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, are using NICE solutions. www.nice.com