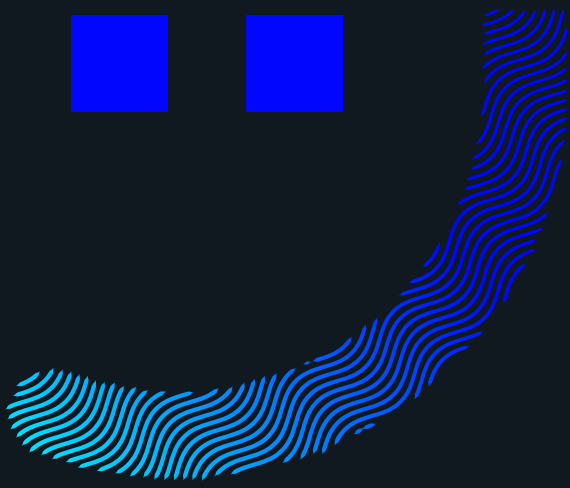


# Case Study



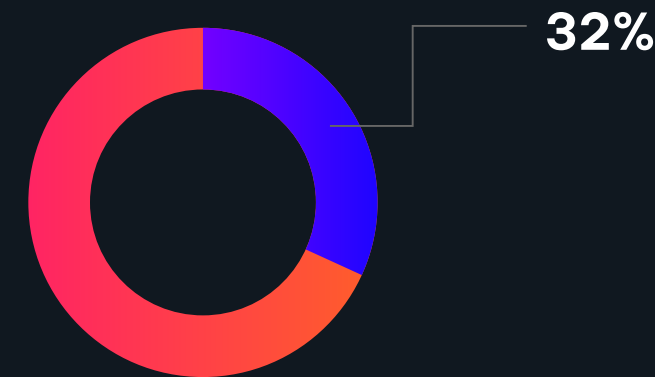
## Banco do Brasil Uses NICE CXone to Connect 10,000 Employees Across Hundreds of Offices to Power Omnichannel Customer Engagement

Imagine what might be possible if you could extend the monitoring and controls used in your contact center to every customer touch point in the market. Banco do Brasil is doing just that, rolling out NICE CXone to integrate siloed systems, channels, and functions with a single dashboard designed to arm 10,000 bank employees across 26 Brazilian states with 360-degree customer journeys—all 83 million of them.



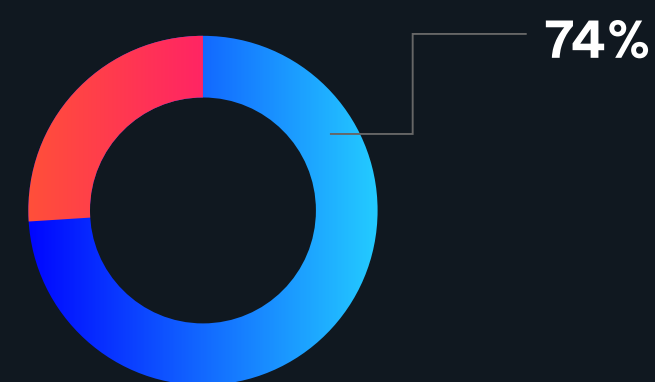
### A 32% BOOST

Powered in the bank's Net Promoter Score (NPS)



### 74% REDUCTION

In call abandonment rates



### SUPPORTED 10% GAINS

In voice-specific NPS scores



### 600+ DAILY OUTGOING CALLS

That were previously unmanaged are now Integrated and tracked



## CUSTOMER PROFILE

### ABOUT

For more than 200 years Banco do Brasil has offered high-quality financial products and services to clients in Brazil and 23 other countries worldwide. Its nearly 83 million customers benefit from BB's personal and business checking, savings, prepaid cards, and money market accounts; CDs; debit and credit cards; domestic and international fund transfers, and a full line of residential and commercial loans.

### INDUSTRY

Financial services

### WEBSITE

[www.bb.com.br/site](http://www.bb.com.br/site)

### LOCATION

Headquartered in Brazil's national capital, Brasília, with offices in 23 foreign countries and more than 15,000 branches, ATMs, and other points of service.

### AGENTS

24,000 agents globally

### GOALS

- An omnichannel customer experience
- Improved insights and controls across all channels and 190 satellite offices
- Centralized KPI management
- Improved NPS scores

### PRODUCTS

- [CXone Omnichannel Routing](#)
- [CXone Interactive Voice Response](#)
- [NICE Workforce Management](#)
- [NICE Value Realization Services](#)

### FEATURES

- Implementation speed and ease
- Voice quality
- Usability of the tool by assistants and managers
- Open data structure



## 01 THE BEFORE

### Banco do Brasil's big idea

Banco do Brasil, also known as BB, has spent the last 215 years reinventing the way it serves its 83 million customers. However, how it innovates is tightly controlled by the bank's majority shareholder, the Brazilian government. Brazilian institutions are encouraged to build from within, whether that be financial products or customer experience software, and the steps required to buy solutions from the market are arduous.

BB's digital solutions were largely designed, deployed, and managed in-house by highly skilled technology teams. As the bank grew, it struggled to digitally connect all its disparate parts with legacy solutions. Across hundreds of regional offices and branches in 26 Brazilian states, and a full range of voice, chat, email, and social channels, systemic disconnects were inhibiting BB's long-term vision: To standardize and deliver consistent, comprehensive, and continuously improving customer experiences—not just in its contact centers, but across every customer touch point.

## 02 DESIRE TO CHANGE

### Charting a new omnichannel course

The bank knew that an idea this big would require external support and a significant cultural shift toward a Software as a Service (SaaS) approach. The bank acquired customer relationship management and telephone solutions from the global market in the cloud, while legacy, in-house-built solutions continued to run critical operations, including banking and human resources. Each solution was adding value—and operational silos.

To maximize the new platform's benefits and speed up adoption, BB partnered with NICE's Value Realization Services (VRS). VRS enhanced performance analysis, helped embed best practices, and crafted a transformation roadmap outlining how BB could better leverage available resources to achieve its business objectives. This fueled a continuous evolution in results across future implementation phases.



While the bank forecasted it would take at least 10 years to fully realize its SaaS vision, it knew its customers were losing patience. Customer feedback from the field was manually pulled from siloed channel systems and indicated high levels of frustration. Customers were tired of repeating themselves at the start of each interaction and many were reporting that it was difficult to reach an agent over the phone. Around 20% of BB's customer interactions are via voice, yet the bank had very little visibility into how most of those calls were being handled—or if they were being handled at all.

In pursuit of scalable, digital integration, BB selected NICE CXone based on features that enabled the bank to deliver streamlined collaboration and controls across 10,000 cross-product, cross-channel, cross-functional users with an easy-to-use open platform. Connected front- and back-office operations improved coaching and data sharing across hundreds of offices and 26 Brazilian states, with comprehensive customer experience insights to power data-driven decision-making across the enterprise.

## 03 THE SOLUTION

### One platform, 10,000 users

The project positioned CXone as the integrator of a complex mix of in-house and market-developed systems running the bank's dynamic mix of products and functions, yet backend integration was just the first step. The bank

also needed a single dashboard to serve a wide range of users, including agents in the contact centers, customer-facing employees and back-office staff in the field, and marketing teams at headquarters. BB would need to onboard 10,000 diverse users to CXone in the project's first stage. This connected disjointed marketing and customer service functions across every product line and the front and back offices. Employees gained a 360-degree view, helping everyone serve the customers better.

The bank started its omni-mission in the most digitally mature offices, where both the local customer and the agents had been previously identified as being receptive to advanced digital options. From these locations, BB began its CXone rollouts in the channel where it had the least insights and controls: Voice.

## 04 THE RESULTS

### Immediate front office visibility and back office value

In this first phase, CXone was implemented in 190 offices in record time thanks to CXone's cloud environment and BB's cutting-edge infrastructure. The first voice service on the new platform went live in just 90 days.

The bank immediately got to work collecting data to inform its next steps, with initial insights revealing an area for





improvement: 88% of incoming calls weren't being answered. Through BB- and NICE-led trainings, and the actions of a newly empowered back office (2,000 of BB's initial 10,000 licenses went to back-office users), BB was able to implement process improvements that generated big wins--fast. In just a few months, CXone-enabled offices cut their call abandonment rates to just 18% (-72%) contributing to a 10% increase in BB's voice-specific NPS score. Back-office operations also reported immediate gains. Reports that once took a full day now only took an hour to create.

## 05 THE FUTURE

### A Brazilian strategic steps toward omnichannel

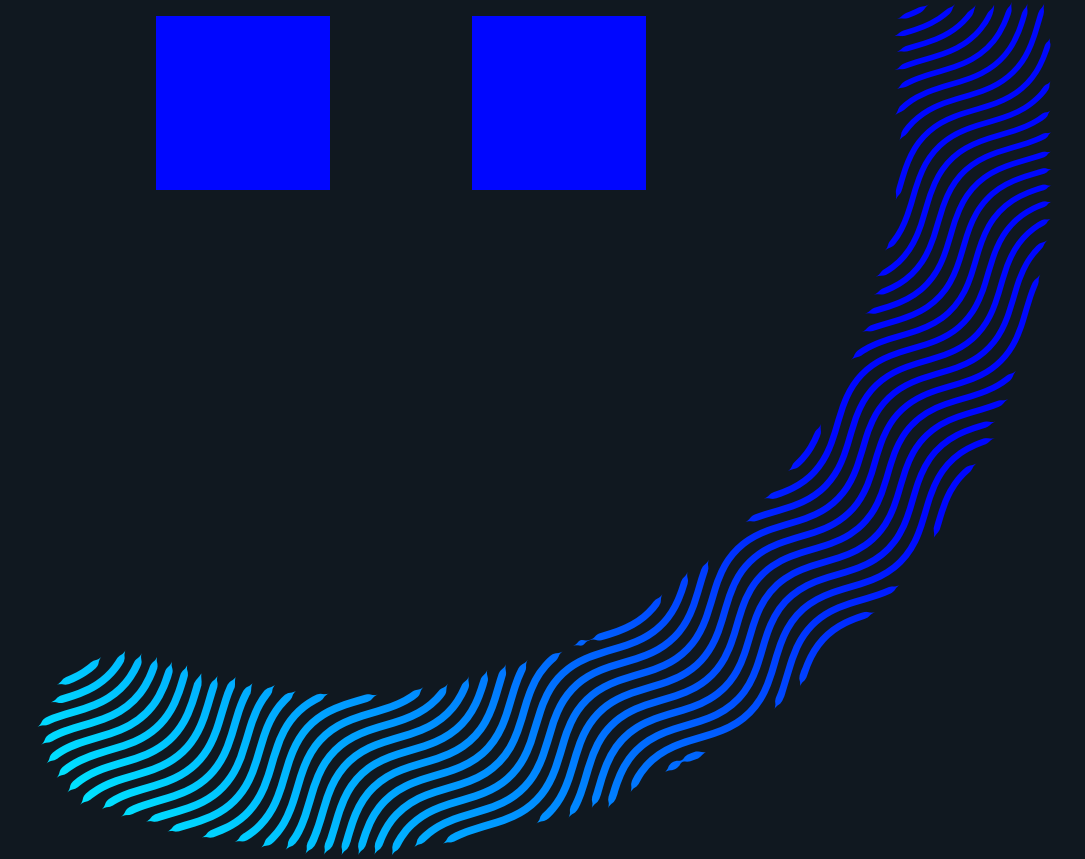
As it gains critical baseline insights into its previously siloed channels and functions, BB is making plans for its digital future. The bank plans to fully close its legacy voice system in the next few months as it extends CXone into more locations and expands current implementations with IVR to improve automated routing.

Also this year, BB will begin integrating its chat, text, and social media channels with CXone. Throughout that integration process, BB will move some text functions to cognitive assistants and grow its AI-powered chat solutions. NICE Workforce Management will be incorporated to fuel improved efficiency and productivity across the bank's 10,000 users, and BB will supercharge its current processes for the development of insights and shared key performance indicators KPIs with Interaction Analytics, which it plans to implement in December 2024.

"We're a really big boat, and so we're incredibly methodical and strategic about each turn to ensure we're always orienting ourselves in the right omnichannel direction," said Spadotto. "With NICE we know we're positioning BB toward delivering higher value, omnichannel customer experiences."

"When we talk to other banks about our big, omnichannel idea, most say they can't even imagine it. **With NICE CXone we're making progress on a long-term vision that will differentiate us** not just from other banks, but from some of the biggest companies in the world."

DALTON SPADOTTO  
PROJECT MANAGER I  
BANCO DO BRASIL



## About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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