



The quality and efficiency of customer engagement sets the business apart.

With 60 years of experience and more than 1 million users, **Capemisa Seguradora** is a pioneer in its sector. Being a reference in life and accident insurance, the company is internationally recognized by Unesco and aims to be among the 10 most profitable independent insurers in the life and pension market, generating solutions that create value for its customers and partners, achieving sustainable results and growing, and maintaining human and social values as an ideological guideline.

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Venha Pra Nuvem helps Capemisa Seguradora to find quicker

To maintain its status as a national reference, **Capemisa** needed to stay ahead of market trends and offer relevant and exceptional services. In an industry characterized by entrenched giants and well-financed companies, the company needed to stand out for the quality and efficiency of its involvement and customer service. Finally, the company had to improve its management, administration, sales, services and marketing resources to keep up with market changes.

Capemisa Seguradora had **Venha Pra Nuvem** to create a set of program, services, connectors and data platform that provides a fast development environment for the specific needs of the company.

Simplifying life insurance program.

Working with a specialist at **Venha Pra Nuvem** enabled **Capemisa** to expand its universe at Microsoft. Initially, the company used only Office 365 and Dynamics 365, but 70% of managers knew only the basic functionalities. Investment in program based on Power Apps has boosted the automation of all processes and considerably improved the employee experience.

Previously, the processes for a life insurance program required at least 100 manual steps. Today, they are all automated, giving employees more time to focus on strategic activities.

A unique view of customers.

In partnership with **Venha Pra Nuvem**, **Capemisa Seguradora** also improved the customer experience by creating a relationship portal. One of the most significant changes that the company underwent was obtaining a unique view of the customer. In the past, the company managed customer information in different desktops, making relationship and service difficult. Currently, **Capemisa** manages all of its customers' data on a single platform, which means that employees can better serve customers and the management team can monitor all processes and increase productivity.

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