

Company: Brasilprev
Nomination Submitted by: IQT LAB
Company Description: We are experts who are passionate about creating successful cases and participating in various awards, both as project creators and as judges. With extensive experience in transforming innovative ideas into winning stories, I help organizations achieve recognition and stand out in the market through awards. Our strategic and creative approach ensures that each project is unique and impactful.
Nomination Category: Customer Service Categories
Nomination Sub Category: Customer Service Team of the Year
Nomination Title: Brasilprev: LISTENING TO TRANSFORM - LEADERSHIP IN THE ACCESSIBILITY AND DIVERSITY REVOLUTION



1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:
- Essay of up to 650 words
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

.Due to internal workflow procedures in our finance department, we are processing a payment order. The project-related details will be sent shortly.

3. If you are providing a written essay for this nomination, submit in this space an essay of up to 650 words describing the nominee's accomplishments since 1 January 2023:

In 2023, Brasilprev, Brazil's leading private pension company, identified a critical gap: only 2% of its 2.6 million customers were deaf or elderly individuals, despite these groups representing a R\$416 billion market. Facing this challenge, our Customer Experience (CX) team embarked on an ambitious mission to transform accessibility into a strategic pillar—not just for social inclusion but for innovation and sustainable growth. Within 18 months, we created the sector's first accessibility ecosystem, impacting millions of lives and redefining the future of customer experience.

The Challenge:

Exclusion was a business emergency. Data from IBGE (Brazilian Institute of Geography and Statistics, 2023) showed that 9.7 million Brazilians are deaf or hard of hearing, while the elderly population will reach 30% by 2050. Our research revealed:

- Deaf customers relied on family members for assistance (82% of cases);
- Elderly customers spent 40% more time on simple processes;
- 1 in 3 policy cancellations came from these groups.

The question that guided us was: "How can we be the best pension company in the country if 28% of the population cannot access our services?"

The Solution:

Our project, led by the Ombudsman's Office in partnership with experts like gerontologist Dr. Willians Fiori and INES (National Institute for Deaf Education), was structured in three phases:

1. Immersion (Months 1-6):

- o Collected 1,200 customer feedback points.
- o Key insight: "They didn't want help—they wanted autonomy."

2. Prototyping (Months 7-12):

- o Piloted real-time Libras (Brazilian Sign Language) interpreters and a "Slow Voice Hub" for elderly clients.

- o Early results: 62% drop in complaints and NPS (Net Promoter Score) +37 among seniors.

3. Scale-Up (Months 13-18):

- o Certified training for 1,200 employees (including aging simulation suits).
- o AI-driven system detecting accessibility needs in real time.

Partnered with 5,000 agencies for Libras training.

Key Innovations:

- Human-Centric Tech: First financial system to predict needs (e.g., larger fonts for seniors).
- Immersive Training: Employees used aging simulators and received feedback from deaf users.
- Cultural Impact: Initiatives like Brazil's first 100% accessible cinema screening at CCXP (Comic Con Experience, 2024).

Results:

- +18% in senior customer acquisitions (2024).
- 35% faster resolution time for elderly requests.
- 77% fewer complaints (Reclame Aqui, Brazil's largest public complaints platform, 2024).
- ABT Award 2024 (Brazilian Teleservices Association, Inclusion & Diversity category) and Best in ESG 2024.

Conclusion:

This case is not about minor fixes—it's about industry disruption. We proved inclusion drives business: 2.3 million customers impacted, and our model now inspires other companies. Brasilprev didn't just listen; we acted, making private pensions accessible to all.

4. In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2023:

First private pension accessibility ecosystem, covering 5,000 partner agencies.

2. 77% reduction in complaints (Reclame Aqui, 2024).
3. +18% growth in senior customers (2024).
4. Certified training for 1,200 employees, featuring aging simulations and Libras workshops.
5. Pioneering AI system detecting accessibility needs automatically.
6. ABT Award 2024 (Brazilian Teleservices Association) and Best in ESG 2024.
7. Age-Friendly Certification (US), awarded to only 3 Brazilian companies.
8. First 100% accessible cinema screening at CCXP (Comic Con Experience, 2024).
9. NPS (Net Promoter Score) +37 among seniors and +12 among deaf customers.
10. Case study presented at the 27th Brazilian Ombudsman Congress (2024).

Attachments/Videos/Links:

[Brasilprev: LISTENING TO TRANSFORM - LEADERSHIP IN THE ACCESSIBILITY AND DIVERSITY REVOLUTION](#)

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