



## Certero digitizes 95% of its processes in 4 months



FOUNDED IN

2019

GROUP TRAJECTORY

60 years

### ABOUT THE ENTITY

**Certero** is a company dedicated to vehicle financing, founded in April 2019 in Quito (Ecuador). It is backed by the Vázquez Group and the Baca Group which have extensive experience in the automotive sector.

Certero has made a breakthrough in the market for the **sale of new and pre-owned vehicles**, with a programmed purchase system. This finance formula enables customers to plan the purchase of their future vehicle by paying a fixed monthly fee without interest.

The company offers its customers a wide catalog of vehicles, including 15 prestigious brands.

**Sector:** Automotive finance

**Location:** Ecuador

[www.certero.ec](http://www.certero.ec)

## 01 Situation

**Certero** is a fairly new company but has already gained a solid market position. The programmed vehicle purchase system on which its business model is based has brought about a significant **change in the country's automobile market**. This is because it offers financed vehicles at a reduced cost thanks to the purchasing system.

This **programmed purchase system** has proven popular among all customers, especially those between the ages of 24 and 40, who most frequently seek economic financing systems.

Given the rapid company growth, the management team decided to implement **business process management (BPM)** software that would streamline workflows, provide real-time visibility and control over processes and digitally manage the large amount of documentation generated by the company.

The good references received about the **AuraQuantic platform** were fundamental in the company's decision-making process.



Furthermore, **AuraQuantic's multiple functionalities**, in particular, its process automation technology, the no-code application design, the document management and **Business Intelligence (BI) and Reporting** tools, were important factors when selecting a solution to empower their **digital transformation** project.

## 02 Challenges

The main goals identified by Certero were related to the **digitization and automation of all document processes** related to data input, generation of electronic documents, digital signatures, and alerts.

In addition, the implemented platform needed to offer real-time traceability of the daily activities carried out by the staff, thereby improving vehicle delivery times and increasing customer satisfaction.

On the other hand, **reducing the volume of operational work** and achieving **effective process execution** in the shortest time possible and with the fewest number of available resources, were other major goals set by the company.

Certero's **main objectives** included:

- ▶ Reduce the volume of operational work.
- ▶ Manage processes with the least number of resources.
- ▶ Control the time of each activity in the operational flow, to optimize vehicle delivery.
- ▶ Automate document management.
- ▶ Improve the notification system, both internally and for customers.



*“**AuraQuantic** is a modern and very dynamic tool that has **empowered the sales department** to improve teamwork.”*

**SOLEDAD MEJÍA**

Sales Manager

## 03 Solution

After identifying and analyzing the challenges that the company was facing, it was decided to implement the **AuraQuantic BPM platform**. The entire automation project, including the analysis, implementation, integration, maintenance, and support, took a total of six months.

To synthesize each of the phases and processes that were automated through the platform, **two major stages** were defined:

### Stage 1

**Included the automation of three processes, with a duration of four months.**

Specifically, the three processes that were automated with **AuraQuantic** were the following: Credit Qualification and Approval Services, Vehicle Allocation (including vehicle and payment protection insurance), and Customer Service for incidents and suggestions.

Currently, these processes are fully **operational** and **optimized**.

### Stage 2

**Once all the processes were automated, they were integrated with the ERP system.**

This stage was completed in a month. The **speed of implementation** facilitated the total availability of the core business processes in a short period.

In addition, the **BPM platform's** great flexibility makes it possible to modify the processes, thus achieving **continuous improvement** as the market evolves and the company's needs change.

## 04 Results

The **AuraQuantic** business process automation platform has generated important **benefits** for the company, especially in three areas:

- ✓ Financial
- ✓ Operations and Adjudications
- ✓ Customer Service

For the daily operations of each of these departments, the **AuraQuantic** platform **sends alerts and notifications** related to different processes, automates tasks, and provides improved access to data and documentation for efficient case management.

This high level of automation resulted in greater agility for case management, improving internal communication, increasing control and transparency of processes, reducing human errors, and guaranteeing compliance with all regulations and regulatory requirements.

The control and prompt response to customer complaints and suggestions were other improvements experienced after the implementation of the **AuraQuantic** platform.

Based on the **excellent results obtained** from the first three digitization projects, Certo continues to digitize business processes and optimize existing applications in a faster and more flexible way.

Other **benefits**:



***“AuraQuantic is a versatile and useful tool that has enabled us to improve all tactical and strategic company processes.”***

**ELIZABETH PANCHI**  
Administration Manager

**100%**

Attention to incidents and integration with the Web Portal

**70%**

Customer communication and notifications via AuraQuantic

**100%**

Process integration with ERP and external providers

**100%**

Integrated document management

**60%**

Automation of core business processes



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