



# Digital insurance brings democratization of protection to the Brazilian market

Youse is a digital insurance platform dedicated to listening to the customer, maintaining a strong focus on customer experience (CX). Initially, the company's CX operations were built on a business process outsourcing (BPO) platform. A streamlining program reduced the number of vendors from 22 to just one: Genesys. Adopting the Genesys Cloud™ platform has resulted in a 91% decrease in the volume of calls to ombudsman at Youse.

**91%  
reduction**

in calls to  
ombudsman

**22  
vendors**

removed

**Improved**

operational  
control

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### AT A GLANCE

Customer: Youse

Industry: Insurance

Location: Brazil

Company size: 100 agents

### CHALLENGES

Lack of CX metrics and service personalization, Need to streamline vendor relationships

### PRODUCT

Genesys Cloud CX®

### CAPABILITIES

Inbound, Workforce Engagement Management

### PARTNER

KTech

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# Streamlining is at the core

By placing the customer at the center of its business, Youse works to enhance and simplify its journey. This approach represents a key market differentiator for Youse.

Initially, the company's operations were built on a BPO platform using a basic customer relationship management (CRM) software. This led to a lack of visibility, limited operational metrics, poor service personalization, reliance on in-house technology and vulnerability to sector-related structural issues.

To achieve greater operational efficiency, Youse implemented a streamlining program. The company initially reduced the number of vendors it used by 70%, before ultimately selecting Genesys for its contact center operations.

"Genesys was chosen for its understanding of technical needs and market leadership. The implementation was fast and successful, with the project led by KTech, based in São Paulo," said Taiolor Morais, Director of Technology and Operations at Youse.

Youse remains committed to offering the community personalized insurance with 100% digital contracting, allowing customers to manage their insurance from the palm of their hands, with the flexibility to personalize and manage their policy through the app, website, or with help from the support team, if preferred.

This flexibility has brought significant results, reaching people who had never interacted with the insurance market before. That's because digital insurance can be tailored to each person's specific needs, offering pricing aligned with individual usage.

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**Taiolor Morais**

Director of Technology and Operations , Youse

## Faster and more personalized

The partnership with Genesys helps Youse continually improve its customer service and support. "By aligning our goals with customer needs, we've been able to offer an increasingly agile and personalized service," said Morais.

After integrating with the CRM, there was a 91% reduction in calls to the ombudsman — an advantage from full visibility and operational control without relying on third parties. Other notable improvements include higher service levels, increased productivity and better customer experiences.

"With Genesys tools, our main gains were speed, task automation and consistent history — which results in a smooth journey for our customers and translates into reduced call abandonment and higher resolution effectiveness," added Morais.

## An ideal partnership for CX transformation

As an innovative digital insurance platform, Youse found in Genesys the ideal partner for transforming its customer

experience. With the successful implementation of Genesys Cloud, Youse achieved greater operational control and significant results. The next step is migrating digital customer service to the Genesys platform.

The partnership between Genesys and Youse continues to evolve with plans for that migration, demonstrating the commitment Youse has to offering an increasingly personalized and efficient journey. This collaboration not only increased productivity and agility but also strengthened customer relationships and ensured a promising future for digital insurance.

To learn more about the solutions featured in this case study, visit [www.genesys.com](http://www.genesys.com).

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**Amica**

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**FINANCIAL SECTOR**

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