



From the digital challenge to  
**EXCELLENCE IN SERVICE**



# Omnichannel that connects customers, efficiency and innovation

Fractalia needed to overcome the **limitations of a fragmented multichannel solution**, which hindered **digital integration** and the **evolution of artificial intelligence**, impacting the customer experience and operational efficiency.

With the implementation of the Five9 CCaaS platform, the company achieved an operation with a 360° customer view and prepared to incorporate AI seamlessly.

## DEFINED BUSINESS OBJECTIVES

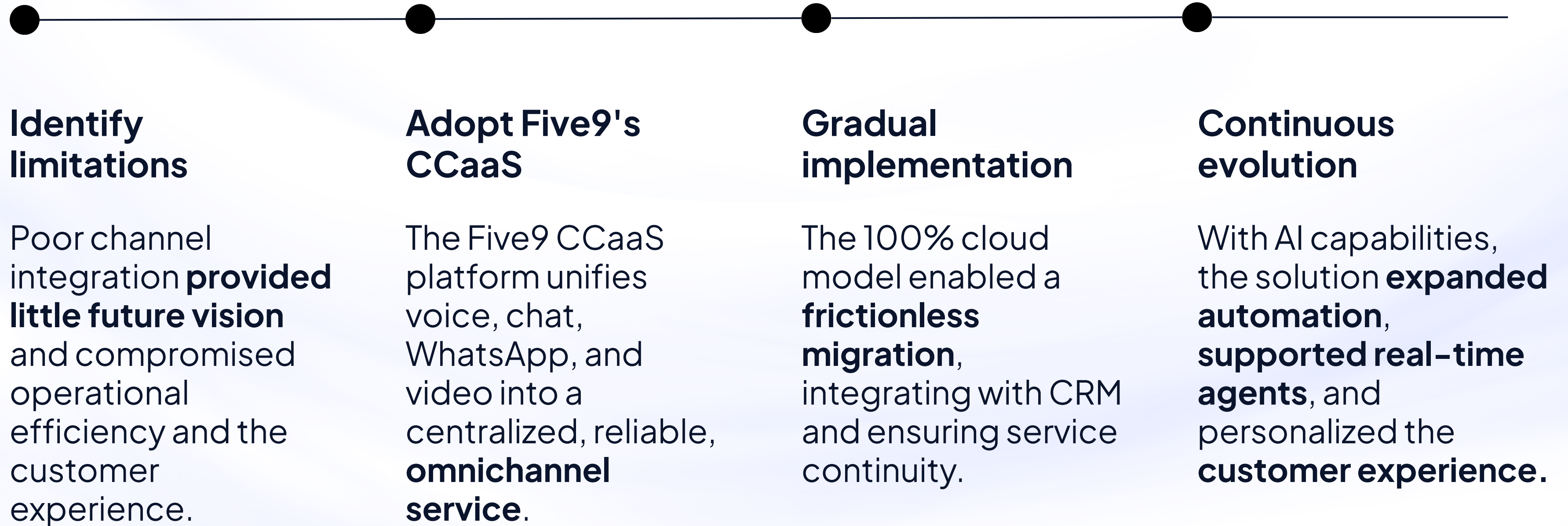


Improve customer experience



Optimize operational efficiency

# The journey of transformation



# IMPACT IN NUMBERS

**- 90%**

complaints related to  
the quality of service.

**+ 15%**

of increased  
**productivity.**

**+ 87%**

in the perception of  
service quality.

**NPS the 75**

**Net Promoter Score**  
points reach.

Today, Fractalia demonstrates that investing in an omnichannel platform goes beyond integrating channels: is to **transform the customer experience into a competitive differentiator**, bringing more efficiency, stability and the capacity for continuous evolution.

Using our **omnichannel technology**, in partnership with **Five9 CCaaS**, we built a modern and scalable operation with Fractalia. More than just integrating channels, we deliver **innovation, efficiency**, and a solid foundation for the **continuous evolution** of the customer experience with artificial intelligence.

