

Relationships with customer 50% cheaper with double result

Mobi2buy applies big data, replaces voice with Web, App, E-mail, Smart SMS and IVR (interactive calls) break new ground in mobile engagement process between companies and customers

Mobi2buy is a Brazilian start-up created in 2013 to facilitate the relationship between service companies and their customers. It uses practical, economical and high-range channels such as mobile devices, providing cost savings to its direct customers and bringing comfort and convenience to consumers.

The innovation of the company lies in not using human contact, but rather taking the relationship with end customers from the intelligence on engagement, establishing campaigns by public segments and their propensities of engagement. Mobi2buy also uses algorithms that recommend the best phraseology to be used in these alternative channels, as text messages (SMS), automatic and interactive calls (IVR), App, Pushing and Web further allowing the customer to solve their practical needs, with the ability to accept new services and offers, whenever they wish. For example, a campaign can offer discount on payment of an invoice that is overdue, so the customer, when interacting by channel and confirming the interest, is notified about the new value without talking to anyone.

Thus, Mobi2buy offers convenience to customers and optimization of resources for companies; Compared to telemarketing, service provided by the company shows a cost per customer two times lower and customer conversion results above the industry average. This reduction occurs due to the scale economies and the use of computational intelligence, allowing a campaign to be able to reach 100 or 1 million customers with the same efficiency, drastically reducing the possibility of human error and incorporating the lessons learned by the technology itself.

In just two years, the company grows in two digits and stands out in the market with major customers, such as Oi and Claro telecom companies, Flamengo soccer team, the biggest in Brazil and also with data company Serasa Experian. Mobi2buy has also been selected to present its cases at Web Summit 2015 in Dublin and attended the Mobile Word Congress in Barcelona. Moreover, it was awarded with financial support by government agencies FINEP/FAPERJ in the Innovation category.