

LEARN HOW
ITAÚ CUT
RECEIPT TIME
BY 97%
FOR MONEY FROM ABROAD

Client

ITAÚ IS BRAZIL'S LARGEST PRIVATE BANK AND THE SOUTHERN HEMISPHERE'S LARGEST FINANCIAL CONGLOMERATE, WITH A MARKET VALUE OF USD 8 BILLION.

OTHER RELEVANT DATA:



PROFIT OF
R\$ 7.436 BILLION
IN THE SECOND QUARTER OF 2022;



100,000 EMPLOYEES



MORE THAN
95,000 SHAREHOLDERS
INVESTORS



MORE THAN
3,800 BRANCHES
IN ALL FIVE REGIONS OF BRAZIL;



PRESENT IN
21 COUNTRIES.



Business Challenge

IN ORDER TO **INCREASE CUSTOMER SATISFACTION WITH ITS FOREIGN PAYMENT ORDER SERVICE**, ITAÚ SOUGHT TO INNOVATE AND IMPROVE USER EXPERIENCE. HOW THE SERVICE WORKED BEFORE:

1

THE CUSTOMER WOULD RECEIVE AN SMS TEXT MESSAGE LETTING THEM KNOW THE PAYMENT ORDER WAS AVAILABLE;



2

THE CUSTOMER NEEDED TO ACCESS THE BANK'S WEBSITE OR APP;



3

THIS WAS THE ONLY WAY TO COMPLETE THE TRANSACTION.

With support from the BRQ team, Itaú saw a chance to make the foreign currency exchange process and receipt of money faster and easier. Automating the process allowed the customer to complete the entire transaction **by simply responding to the text message**. In short, the customer can complete the transaction without needing to log into any Itaú channel. It's a fast, easy, secure service that works for transactions up to USD 3 million.



How BRQ helped:

WE ENHANCED THE SMS DELIVERY PLATFORM WITH SOFTWARE DEVELOPMENT.

We adjusted production processes and monitored post-production by analyzing dashboards. With support from BRQ, **the entire process is now done automatically.** This is possible because the **SMS2WAY** tool converts currencies and completes the transaction through a simple text message.



Results and Impact

WITH SUPPORT FROM THE BRQ TEAM,
BRAZIL'S LARGEST PRIVATE BANK WAS ABLE TO

IMPROVE USER EXPERIENCE FOR THE FOREIGN PAYMENT ORDER SERVICE.

THESE ARE THE RESULTS OF AUTOMATION IN
THE SOUTHERN HEMISPHERE'S LARGEST
FINANCIAL CONGLOMERATE:



CUT AVERAGE TIME TO RECEIVE
MONEY BY 97%;



WITH SMS2WAY, THE CUSTOMER'S
ACCOUNT IS CREDITED IN
APPROXIMATELY 6 MINUTES



AND CUSTOMER FEEDBACK IS VERY
POSITIVE, POINTING OUT HOW QUICK, EASY
AND CONVENIENT THE SERVICE IS.



FACING A SIMILAR CHALLENGE? CHAT WITH OUR SPECIALISTS

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