

## Take Cases

### Casas Bahia



Casas Bahia is a Brazilian retailer of furniture, electronics, home appliances and utilities, based on a management model focused on simplicity, respect and dedication to everyone. Its brand has presence on different **digital channels** in order to communicate with the audience.

The company has expertise and is very popular for its sales and promotions in physical stores. However, in a **virtual environment**, customers' demands reach much greater proportions.

This is why Casas Bahia, in 2016, has proposed Take a challenge. During the **Black Friday**, the biggest discounts' day, people use to stay tuned for several promotions, but they receive offers from different stores, what makes the search harder. It was necessary to think about a **solution to attract buyers in a quick and targeted way** for the store's e-commerce.

The result is Bahianinho. Published on Facebook Messenger, the chatbot had two phases: **Leads Generation**, when users were helped on choosing offers categories to be delivered during the Black Friday; and **Sales**, when offers were delivered according to each user's interest. In this way, besides receiving promotions of really desired products, Bahianinho guided consumers through the store's site in order to finalize their purchases.

#### OUTCOMES:

- Actuation in two consecutive years (2016 and 2017)
- Interaction with more than 120 thousand users on both campaigns
- Over 70% engagement on both campaigns
- 40% growth of services number in 2017, compared to 2016
- 77% clicks in offers
- Average ticket purchase 25% higher than Black Friday's average ticket in 2015

With such outcomes, Bahianinho was considered as [Facebook Business' global](#) case and mentioned by David Marcus, Messaging Products' VP at that time, in [speeches to Global Partners Live 2017](#) (Bahianinho's case from the 14th minute on).

CEMIG



CEMIG is Minas Gerais' electricity company, one of the biggest Brazilian concessionaires in the sector, and provides electrical power to around 30 million people in 805 cities, in Minas Gerais and Rio de Janeiro states.

Offering top-notch service to such a high number of people was always a challenge to the company. This is why CEMIG makes available **face-to-face customer service** and also through telephone, e-mail and social networks.

Managers wanted to solve limitations of the telephonic service and website: high costs and irregular experience to customer. Therefore, Take has created **the first chatbot for electric power companies in Brazil**.

The first channel was Cemig Torpedo via SMS, available in 2011. Nowadays, customers are able to inform when power is out, to check the value of previous bill or to order energy consumption check, through text messages.

Quick after, the proposal was to evolve this service to an app. Through teamwork, Take's and Cemig's collaborators have launched Cemig Atende (*in English, Cemig Answers*), in 2014. With few clicks, customer can access over 15 services in a fast and practical way.

#### OUTCOMES:

- Cost of service via SMS to app 95% lower than the telephonic one
- Exponential growth of the services number on all channels
- 700 thousand services/month via app, Telegram and SMS
- Over US\$ 3 million/month savings

## LOCALIZA HERTZ



LOCALIZA HERTZ is a car rental specialized company in Brazil and South America. It has been in the market for more than 40 years, with the mission to transform mobility. The company values friendliness and **efficiency**, in over 570 agencies spread across several countries and in the virtual environment. With a fleet of over 137 thousand vehicles, Localiza wants to become an amazing company for its **experience and relationship** provided to customers.

Localiza Hertz has site and app in order to offer services with quality and efficiency. However, the company has shown need to innovate and to modernize their service, both to improve relationship with customers and to maximize car rentals - an **innovation opportunity desired by the company's IT team**.

Therefore, a chatbot was created in order to make Localiza Hertz' car rental process easier on Facebook Messenger. The bot was built with structured navigation, it allows users to make, change and cancel vehicles' reservations, also providing the option to talk to an attendant.

Bot's functionalities were designed to make car rental process faster and simple. In this way, in "Car Reservation", customer may choose all the vehicle's specifications, like model, insurance, additional items, date and time of car pick-up and return. In the options "Change Reservation" and "Cancel Reservation", one just needs to use the reservation code in order to complete the operations.

### OUTCOMES:

- 420 thousand exchanged messages with over 13 thousand active users in the first operation month
- 80% of recurrent users on the bot
- 90% of interface satisfaction, according to NPS survey performed during the conversation itself

## ROCK IN RIO



Rock in Rio is an experiences' festival. How to take such experiences to all people, even to those who would not participate in the 2017 edition?

This was how the idea of Roque, **Rock in Rio's engagement chatbot**, was born. Besides clarifying various doubts on the event, the bot proposed challenges to users, delivered a customized videoclip to those who visited a special stand in the festival – over 5,500 videos were delivered - and it also activated broadcasts with exclusive contents, like setlists of the

shows and notifications related to the festival's agenda.

### OUTCOMES:

- A traffic of almost 3 million messages in 7 days
- 10% of the festival's audience in contact with the bot: a traffic of messages with 10 thousand people in only one day
- Bot's conversion rate 3 times higher than the app's
- Take's in loco teamwork has provided insights for instantaneous improvements of the bot during the event
- Considered one of the best [10 marketing actions in 2017](#) by Mundo do Marketing portal