

# Mercado Livre

E-commerce Company with a Digital Bank Branch

Case Study sponsored  
by Resolutte



## The Organization

Mercado Livre is an e-commerce company headquartered in Argentina. Mercado Livre employs nearly 35,000 people and focuses on the following business units:

- **Mercado Livre:** The marketplace site for the company
- **Mercado Shops:** Retailers can build their own ecommerce platforms and often use Mercado Livre's payments platform
- **Mercado Envios:** The shipments and logistics division of the company
- **Mercado Credito:** A service that gives users access to financing
- **Mercado Pago:** A payment processing solution that also gives buyers and merchants loans

Mercado Pago has a contact center that focuses mainly on outbound communication for collections. There are three departments under the contact center operations umbrella:

1. Internal collectors
2. External collectors
3. Digital collection

There are approximately 80 internal collectors working at Mercado Livre Brazil.

## Motivation for Change

Mercado Livre was in the market for a new dialer. Their dialer lacked the flexibility they needed with dialing strategies and had flawed answering machine detection. Additionally, there were instances in which calls dropped in the middle of negotiations between an agent and customer.

Mercado Livre contacted Resolutte about the challenges they were experiencing with their dialer.

*“Resolutte was very committed to showing the customer how we would improve the results of their operation, proving the next level of results based on the customer’s historical data.”*

– Dario Braz, CEO, Resolutte

## Desired Solution

Over a 60-day period Resolutte began a proof of concept for Mercado Livre with Aspect® Unified IP®. Although Mercado Livre initially thought the solution was too sophisticated for a contact center of their size, they realized that it increased their hit rate—the total number of collection calls divided by the number of calls answered—and agent productivity.

Mercado Livre was convinced by the proof of concept's results and decided to use Aspect Unified IP with customizations built by Resolutte's professional services team including:

- WebRTC functionality
- Web interfaces for the Alvaria clients and applications
- Custom front-end solution
- Staging database for reports and business intelligence

## The Results

Mercado Livre has used Aspect Unified IP for more than a year and has increased agent productivity by 30-40 percent. By increasing their productivity, they were able to avoid hiring more collectors and get more promises to pay made.



*“In our pilot program 10 agents used Aspect Unified IP while our other agents remained on our prior solution. The productivity of agents using Unified IP was 30 to 40% higher.”*

– Eric Uemura, Head of Collections



### About Resolutte

Resolutte and Rising combine the experience of contracting users with a team of high delivery capacity and adherence to the best market practices. Working very closely with their customers, delivering technologies, and teaching the best practices to let them get their best results and performance. Performance, collaborations, and results are the main focus.

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### About Alvaria™

Alvaria helps organizations efficiently manage and engage the modern workforce and connect compliantly with customers and prospects. Our open, innovative multi-platform is purpose built for two core competencies; a feature-rich, intuitive, and intelligent workforce engagement management platform, and a multichannel proactive compliant outreach platform. Alvaria, the product of the merger of world leaders - Aspect Software and Noble Systems - is proudly celebrating 50 years in business reshaping customer and employee experience. ALVARIA. Reshaping Customer Experience™. For more information, visit [www.alvaria.com](http://www.alvaria.com). Follow Alvaria on Twitter at [@Alvaria\\_Inc](https://twitter.com/Alvaria_Inc). #ReshapingCX

