



Case Study

MDS

A close-up photograph of a woman with blonde hair, smiling warmly while wearing a black headset with a microphone. She is resting her chin on her hand. The background is a blurred office environment with other people working at desks. The overall lighting is soft and professional.

MDS

**“Born in Portugal over 35 years ago,
MDS has become the leading
insurance broker in Portugal.”**

CASE STUDY: MDS

THE CHALLENGE

Find a platform that enables functions beyond answering and making calls. The solution should provide teams with the agility and autonomy to keep up with the business dynamics of clients and partners.

THE SOLUTION

A state-of-the-art cloud-based omnichannel contact center platform with features such as IVR, inbound and outbound services, scripts, tickets, chats, reporting and analytics, quality, and e-learning.

THE RESULTS

Customer service quality and efficiency improved, as shown by NPS results. The company gained the ability to respond to various business situations, such as handling multiple operations (including inbound, telemarketing, cross-selling campaigns, and others). The company conducted over 100,000 calls and more than 500,000 car simulations.

“MDS is dedicated to analyzing and seeking more competitive solutions in the market.”



MDS: Protecting Your World is Our Ambition!

Born in Portugal over 35 years ago, MDS has become the leading insurance broker in Portugal thanks to its determination to always go further.

It stands out for its commitment to specialization, knowledge, international network, people, and technology. It has innovated and grown to become a multi-national group specializing in insurance and risk consulting and management.

MDS is dedicated to analyzing and seeking more competitive solutions in the market to ensure the best protection for its clients, their families, and their assets and advising them in choosing the best insurance to fit their needs.

This way, they ensure they work daily to provide their clients with a distinctive, rigorous service.



**“They can handle more than
100,000 calls and more than
500,000 car simulations per year.”**



CONTACT CENTER “IN-HOUSE”:

Distinctive and Quality Service

MDS presents itself as the only insurance broker in Portugal with an in-house contact center. Their goal is to continue providing their clients with distinctive and quality service. They can handle more than 100,000 calls and over 500,000 car simulations per year.

By implementing the GoContact solution — facilitated by the telecommunications partner NOS — they can now address various business needs, including:

- Inbound operations
- Telemarketing operations
- Customer acquisition
- Cross-selling campaigns
- Database quality improvement
- Customer management
- Retention





“GoContact has ensured that our focus is on our customer”

The MDS team provides global customer service to MDS clients and partners with a strong focus on quality and efficiency through flexible A to Z solutions.

The GoContact platform has added value by enhancing the quality of the customer service provided — in terms of quick and effective responses — ensuring the customer is always at the heart of the operation.





The Results Speak for Themselves

NPS (Net Promoter Score) results, one of the most valued KPIs by MDS, show the positive impact achieved by implementing this solution. Note: Values range from -100 to +100.

- 2021 – 45
- 2022 – 50
- 2023 (up to May) – 72





The Impact on Operations

From an operational perspective, the GoContact platform has provided more autonomy, agility, and speed in managing the team.

Managing the day-to-day activities of managers and service lines is now easier.

The supervision and coordination teams consistently recognize that the platform is an asset in daily management.





The Best Way to Work, a Better Customer Experience

Referring to NPS results, they claim that customer satisfaction has been noticeable since they started working with GoContact.

The efficiency in their daily work undoubtedly allows them to provide better customer service.





Customer Testimonial



“On March 13, 2020, we needed all our teams to work from home because of the pandemic. We didn’t know when we would return to the office. By March 16, 2020, we had all our phone lines operating normally and managed by our supervisors from their homes. None of this would have been possible if we hadn’t switched to the GoContact platform in February 2020 at the right time. The previous solution tied us to the office. We would have been unable to serve our customers for months. We don’t even want to imagine how much that would have hurt us and the dissatisfaction it would have caused.”

Inês Teixeira

Commercial Coordinator – Retail Commercial Management



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