

Easing the shift to digital customer service for Brazil's leading brands



Cuattro Trade Marketing offers distribution channels, training, outsourcing, marketing and advertising services to South America's biggest consumer brands. They are based in Sao Paulo, Brazil.

Comm100's white label omnichannel customer service platform allowed Cuattro to pivot and adapt their technology offerings quickly and efficiently during a global pandemic.



Partner Profile

Cuattro Trade Marketing

Headquarters

Sao Paulo, Brazil

Website

www.cuattro.com.br/

Industry

Marketing

Comm100 Partner

2020

Solution

Comm100 Omnichannel

There are a lot of omnichannel vendors on the market, why did Cuattro chose Comm100?

Cuattro was able to white label a turn-key offering leveraging Comm100's platform and experience:

- 12 years in the business, tens of thousands of active users worldwide
- Unrivalled feature list and capabilities
- Industry-leading security: PCI-DSS, HIPAA, SOC II Type 2, ISO 27001, GDPR, CCPA, PIPEDA
- Enterprise-grade stability and availability

How Cuattro Trade Marketing and Comm100 Work Together

Business Opportunity

Covid 19 forced the closure of retail stores across Brazil, creating a gap in service for customers and sales agents who needed support from product experts for both pre- and post-sales. Cuattro partnered with Comm100 to provide virtual sales support, including chat and 1:1 video to build a better connection with customers and instill trust at a time of uncertainty.

- Live chat, including audio & video chat
- Powerful and easy to use chatbots
- Email Ticketing
- Facebook, Twitter, WhatsApp Business, WeChat & SMS
- Knowledge Base

ROI

A virtual agent can handle at least double the volume of an in-store agent, cutting human resources spend in half.

Businesses were able to pivot and adapt using Cuattro's white label MyHelper platform. Product experts were able to provide support effectively, outside the walls of a traditional brick and mortar environment, creating a new best practice and greenfield business opportunity for Cuattro.



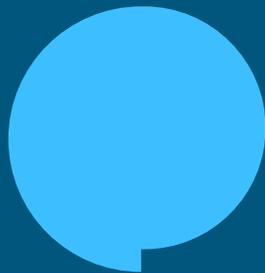
Did you know?

1.8 billion people worldwide purchased goods online in 2018
(Statista, 2018)

In 2018, global e-retail sales amounted to
\$2.8 trillion

Projections show that global e-retail sales are going to grow to up to
\$4.8 trillion by the end of 2021

Source: OBERLO



Let's Partner

Comm100 is a leading global provider of omnichannel customer experience solutions with a mission to make online service and support delivery more genuine, more personalized, and more productive through meaningful conversations. Let us show you how.

[Learn more](#)