



Case Study

liveT



How C&M’s unified communications reduced costs by over 30% and raised service levels to 95% of calls answered

Context

LiveT specializes in individualized water and gas metering for residential and commercial condominiums, operating in a constantly growing environment with a strong focus on efficiency and service quality. In 2016, faced with rapid expansion, the company’s traditional telephony infrastructure — based on landlines and physical PBX systems — became a bottleneck. High costs, low flexibility, and limited scalability made it clear that communication needed to be modernized.

Why LiveT chose C&M

The search for a strategic partner led LiveT to C&M Executive, a specialist in corporate unified communications. The migration to IP telephony, using the GoTo platform, was carried out swiftly and delivered immediate benefits:

Decisive highlights:



Reduction of more than 30% in telephony expenses



Greater mobility for the customer service team, including support for remote operations



Elimination of maintenance costs for physical PBX systems

The new challenge: visibility and control of customer service

With the pandemic and the adoption of a hybrid work model, a new critical issue emerged: the lack of data and visibility into customer service operations.

The company began receiving complaints from customers claiming they were unable to make contact, but there was no way to prove, audit, or measure what was actually happening. Without integration, it was impossible to:

- Monitor calls in real time
- Measure individual agent performance
- Identify bottlenecks and missed calls
- Prove service levels and quality of customer care

This scenario put the customer experience and brand reputation at risk.

“A usabilidade da plataforma da GoTo e a usability of the GoTo platform and the ease of generating reports gave us a whole new management perspective. Today, we make decisions based on real data and track team performance with much greater clarity.” — Umberto Caruso, Director at LiveT



"In addition, the technical support and close relationship with C&M's management were essential to getting the project off the ground quickly and efficiently."

Next steps

The turning point with integrated multichannel service

To address the issue, LiveT once again relied on C&M, which recommended the adoption of an integrated multichannel customer service solution, combined with GoTo Contact Center. The new structure centralized and managed all customer interaction channels:

- Voice
- WhatsApp
- WebChat
- Social media
- Email

With C&M's consultative implementation, LiveT's customer service operation gained full operational control.

Results achieved

- 95% of calls answered
Internal service indicators reached a 95% call answer rate during business hours.
- 80% reduction in complaints related to lack of contact
Real-time visibility and call monitoring eliminated the main source of customer dissatisfaction.
- Data-driven management
100% call recording, detailed reports, and real-time monitoring of team performance.
- Decisions based on evidence, not assumptions
Identification of bottlenecks, definition of realistic targets, and team scalability based on concrete data.

With a smarter, integrated, and secure communications structure, LiveT strengthened its market position and opened the door to further digital advancements, while maintaining a strong focus on operational efficiency and excellence in customer service.

Media outlets that published this case:



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