



Case Study

Consórcio Embracon



How C&M’s unified communications enabled an Inside Sales operation that now generates R\$35 million per month

Context

With more than 35 years of experience, Embracon is one of Brazil’s largest independent consortium administrators, with nationwide presence and a strong digital footprint.

In 2022, the company decided to build from scratch an Inside Sales operation dedicated to the Volkswagen consortium, based exclusively on leads generated by digital campaigns. The challenge was clear: to create a robust, scalable, and cost-controlled communication infrastructure capable of supporting rapid growth without compromising operational governance.

An operation designed to scale

The implementation of unified communications allowed the operation to be designed from day one with a focus on scale, control, and predictability.

The solution evolved continuously, incorporating essential features for high-volume digital sales operations.

Support that made the difference

Throughout the project, the technical-commercial relationship with C&M was highlighted as a decisive factor in the operation’s success.

“Our role is to be more than a technology provider. We work side by side with our clients to understand challenges, deliver solutions that generate real results, and grow together.”

— Leandro Motta, COO of C&M Executive

Even in the face of challenges typical of projects of this scale, C&M’s listening approach, rapid team mobilization, and close collaboration helped overcome obstacles and keep the operation growing steadily.

Why Embracon chose C&M

The technical and commercial evaluation was led by Embracon’s Digital Marketing team, which was looking for a reliable, CRM-integrated solution with excellent cost-benefit.

The GoTo platform, certified, sold, and supported by C&M, was selected based on the following differentiators:



Call quality and stability



Close, consultative, and proactive support from C&M



Cost-per-agent (PA) model, suitable for scaling



Easy CRM integration

“What stood out was the cost-benefit package, unmatched compared to the market. Whenever we faced a challenge, C&M was there to listen, take responsibility, and resolve it quickly.” — Gabriel Savian, Director responsible for the Volkswagen Consortium at Embracon

“We chose C&M for their proactive approach, fast implementation, call quality, and seamless integration with our CRM.”— Helder Oliveira Santos, Martech Manager at Embracon

Next steps

Results achieved

- **R\$35 million in monthly sales**

The Volkswagen consortium operation, which started from zero, now generates significant monthly revenue.

- **High service capacity**

Between 700 and 800 leads handled daily, reaching more than 2,000 contacts on peak days.

- **Team scaling with operational control**

Around 80 active operators, with expectations to exceed 100 agents next year.

- **Omnichannel aligned with the sales strategy**

Combined use of voice and WhatsApp, increasing the effectiveness of direct lead contact.

- **Data-driven management**

Advanced reports with KPIs, real-time monitoring, and productivity control, turning information into decision-making.

- **Full CRM integration**

Integration with Zoho CRM, ensuring a seamless flow between lead, service, and sales.

- **Platform ready for continuous growth**

Upgrade to a more robust version of the solution (2.0), expanding control, stability, and scalability.

Embracon plans to replicate the operational model and governance validated in this project across other commercial fronts and expand the use of the platform for corporate communications as well.

With annual growth estimated between 20% and 30%, projections indicate reaching R\$50 million per month in revenue from the consortium operation next year.

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