



Case Study

Lello



How C&M's cloud telephony reduced call abandonment by 21% and delivered full visibility into customer service

Context

Lello is one of the largest condominium management companies in Brazil, with nationwide operations and a customer service structure highly sensitive to the customer experience.

Before migrating to cloud telephony, the company faced significant limitations: outdated PBX systems, lack of reliable metrics, and low visibility into service performance. The result was an inefficient operation and a high call abandonment rate — one of the main sources of customer dissatisfaction.

A flexible operation ready for remote work

With the arrival of the pandemic in 2020, the need for a flexible system became even more evident. C&M led the transition to remote work without disruptions, ensuring operational continuity while maintaining service quality.

The platform integrated communication channels and provided real-time data, enabling precise monitoring, rapid adjustments, and far more efficient service management.

Scale and expansion

In 2023, Lello completed the migration of all its branches to cloud telephony, implementing more than 490 extensions for customer service teams.

Today, the company has approximately 1,000 employees and around 20 branches across Brazil, with a strong presence in Greater São Paulo, as well as units in Campinas, Ribeirão Preto, and Baixada Santista.

Why Lello chose C&M

The strategic decision was to modernize the telecommunications infrastructure while raising the standard of customer service management.

Lello adopted GoTo's cloud telephony, sold and supported by C&M, with the following goals:



Modernize corporate communication



Gain real-time visibility into operations



Reduce call abandonment and improve the customer experience



Integrate channels and centralize customer service

The rollout began with a pilot cell of 20 agents and quickly delivered results, leading to the expansion of the solution.

"Today, we have full visibility into our customer service, which allowed us to reduce call abandonment by 21%. This improves our efficiency and increases customer satisfaction."— Douglas Caetano, Infrastructure Manager at Lello

“Seeing a 21% reduction in call abandonment proves that digital transformation directly impacts results and customer satisfaction.”—
Emerson Carrijo, CEO of C&M Executive

Next steps

Results achieved

- **21% reduction in call abandonment**

Real-time data analysis made it possible to identify bottlenecks, adjust workflows, and significantly reduce the operation’s main pain point.

- **Data-driven management**

Full visibility into calls and agent performance, with clear and measurable targets.

- **Direct improvement in the customer experience**

Less frustration, greater agility, and more predictable service.

Lello is already evaluating the integration of new channels, such as WhatsApp Business, to further increase service efficiency and deliver more agile, personalized customer experiences.

The partnership with C&M remains focused on continuous innovation, deeper use of data, and the ongoing evolution of the customer experience.

Media outlets that published this case:



Prestação de **Contas**



Gestão de **Inadimplência**



Atendimento Dedicado



Pagar e Receber



Assessoria especializada



Implantação de **Condomínios**



Gestão de **processos e contratos**



Gestão Interativa de Pessoas



Lello **Digital**



Central de **apoio técnico**



Lello **para Portaria**



Atendimento exclusivo **para Síndicos**