



Case Study



How migrating to cloud telephony with C&M cut costs by 50%, eliminated bottlenecks, and prepared the operation for Artificial Intelligence

Context

A specialist in the healthcare ecosystem, SIN Solution operates highly complex projects, delivering personalized journeys for patients, physicians, and other stakeholders in the pharmaceutical industry.

With a mission-critical operation involving Patient Support Programs (PSP) and Customer Service (SAC), the company needed to ensure high availability, information security, and operational flexibility — especially in a scenario of rapid growth and constant change.

Before partnering with C&M, SIN relied on an analog communications infrastructure, which limited scalability, generated high costs, and made any change dependent on external technical support.

The turning point during the pandemic

The migration to the unified communications platform began in 2019 and was accelerated during the pandemic.

In just 30 days, SIN Solution enabled 120 service positions to operate remotely, with no disruption to operations.

“We managed to get everyone working from home as if they were in the office, with no impact on the operation.”
— Renan Andrade

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“SIN Solution is an excellent example of how technology and expertise can transform complex processes into more agile, secure, and resilient operations.”

Why SIN Solution chose C&M

SIN Solution found in C&M Executive a partner capable of understanding the strict requirements of the healthcare sector and delivering a robust, secure, and future-ready solution.

Key differentiators:



Elimination of operational bottlenecks caused by physical infrastructure



Full migration of telephony to the cloud, with a focus on high availability



Significant cost reduction with a scalable model



Full migration of telephony to the cloud, with a focus on high availability

“We had an analog PBX — a real ‘bulky monster.’ Any change required a technician, was expensive, and caused failures.”— Renan Andrade, IT Director at SIN Solution

“Today, we can’t imagine SIN Solution without a partner like C&M. Technology is essential to maintaining our excellence and customer focus.”

Next steps

Results achieved

• 50% cost reduction

Elimination of physical trunks and adoption of an on-demand model, turning fixed costs into variable costs.

• High availability and security

Removal of physical vulnerabilities, mitigation of risks related to hardware failures and power outages, and compliance with healthcare data protection policies.

• Full operational agility

Changes that previously depended on external technicians are now handled internally in seconds, directly impacting service quality.

• Structured remote operation

120 positions operating remotely, with stability and full control of communications.

• AI-ready foundation

Planned adoption of AI receptionists, virtual agents, and automated service workflows.

With a 92% customer recommendation rate, SIN Solution stands out as a clear example of how the combination of deep niche expertise and cutting-edge technology is key to delivering high-complexity services with excellence.

SIN Solution is already planning the expansion of its digital portfolio, focusing on:

- AI integration into customer service processes
- Automation of operational workflows
- Analytical solutions to optimize the patient experience

Media outlets that published this case:

Revista da **Farmácia**



Monitor
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