



Case Study

Xipp



How C&M's integrated cloud telephony supported 400% growth and became a driver of commercial prospecting

Context

Founded in 2019, Xipp is an HR solutions integrator specializing in corporate benefits, such as health plans, dental plans, and life insurance. From the very beginning, the company was born with a digital-first DNA, operating systems, applications, and platforms entirely in the cloud.

With the rapid growth of its operations and the increasing volume of customer service and sales interactions, Xipp needed a flexible, scalable, and integrated communication infrastructure capable of keeping pace with expansion without creating operational bottlenecks.

Accelerated scale and remote operation

The adoption of the unified communications platform coincided with the pandemic period, ensuring full flexibility for remote work and immediate access to communication systems, regardless of employees' physical location.

The company grew from 20 extensions in 2020 to approximately 300 active positions, with fast, simple expansion and no operational impact.

Communication as strategy

According to Leandro Motta, COO of C&M Executive, the Xipp case reinforces the role of cloud communications as a competitive differentiator:

"Xipp is a clear example of how cloud communication technology can be a growth engine for innovative companies. Our platform allows fast scaling, cost reduction, and frees teams to focus on strategic results."

Rodrigo Silveira adds: "Having a vendor aligned with innovation is essential. C&M/GoTo is ahead of the market and delivers fast, reliable support that truly makes a difference in daily operations."

Why Xipp chose C&M

The partnership with C&M Executive, which began in 2020, allowed Xipp to structure its communications early on with a focus on scale, innovation, and agility.

Key differentiators:



100% cloud-based telephony infrastructure integrated into the company's digital ecosystem



Immediate scalability to support accelerated growth



Reliable support for an operation in constant evolution



WhatsApp integration, opening new fronts for commercial prospecting

"Since the beginning of Xipp, we've worked with C&M. When our customer service expansion began, we already had a flexible infrastructure ready to grow." — Rodrigo Silveira, Infrastructure/DevOps Analyst at Xipptech

“This evolution shows that the platform stopped being just a support tool and became an acquisition engine.”— Rodrigo Silveira

Results achieved

- **More than 400% growth supported by a solid technology foundation**

Cloud communications sustained Xipp's rapid expansion without loss of control or service quality.

- **Hyper-scalability**

On-demand creation and management of extensions, keeping pace with team and operational growth.

- **Remote work flexibility**

Employees connected from anywhere, with the same experience as in the office.

- **Operational agility**

Each new employee receives their own number immediately, accelerating service and team onboarding.

- **Communication as a growth engine**

The platform evolved from a purely operational support tool into a strategic engine for commercial prospecting via WhatsApp, with multiple dedicated numbers.

Why this case matters for digital and HR companies

HR, corporate benefits, and digital services companies face similar challenges:

- Accelerated growth
- Distributed teams
- The need to scale service and prospecting
- Integration between communication channels
- The pursuit of operational efficiency without losing agility

Xipp becomes a practical example of how integrated cloud telephony can sustain rapid growth while also opening new revenue streams.

Media outlets that published this case:

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