



Case study



How GoTo's cloud telephony, delivered by C&M, unified 60 branches, cut costs by 50%, and gave the IT team full autonomy

Context

With more than 90 years of history, Cultura Inglesa expanded its operations and integrated units across Rio de Janeiro and São Paulo. The challenge: modernize communication and standardize telephony across all branches — without increasing costs or complexity. The institution was already using VoIP, but faced operational barriers: multiple platforms, rigid processes, and dependence on third parties for even the simplest changes.

Why Cultura Inglesa chose C&M

C&M won the bidding process by delivering exactly what the education sector needs most: autonomy, predictable costs, and a single solution for all units.

Key differentiators:



Consolidation of all telephony into one unified platform.



A more economical voice plan with excellent cost-benefit.



Consultative support capable of understanding the specific needs of educational operations.

Results Achieved

- 50% cost reduction
Switching to VoIP + unifying everything under C&M initially cut costs by half — and continued savings were reinforced with the GoTo Contact Center.
- Full IT autonomy
Extension creation, user management, configurations, and adjustments... everything is now handled internally, without opening tickets with third parties.
- Proven scalability
 - 60+ units
 - 1,200 extensions
 - 250 Contact Center seats
 - More than 1,500 employees served
- Integration with academic tools
C&M integrated telephony with:
 - Campus Solution
 - HubSpotBoosting service quality, interaction tracking, and the student journey.
- Productivity & efficiency
 - Centralized IVR
 - Detailed call reports
 - Seamless call transfers between branches
- Humanized support

“C&M understood our scenario and delivered a flexible, scalable solution aligned with our needs.”—
Diogo Carvalho, IT Coordinator at Cultura Inglesa



"They explain, they solve, and they don't hide problems. Service is fast — from director to analyst" — Diogo Carvalho

Cultura Inglesa is now a practical example of how to centralize communication, gain operational visibility, and reduce costs — without losing agility.

Why this case matters for educational institutions?

Schools, colleges, training centers, and educational groups face similar challenges:

- Multiple branches
- High call volume
- Seasonal peaks in demand
- Lean internal teams
- Need for integration with educational systems

Media outlets that published the case:



Capital Econômico

IT'Section



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"If Cultura Inglesa was able to standardize communication across 60 units, cut costs, and give full autonomy to IT, your institution can too — with a single partner that already understands the education sector"