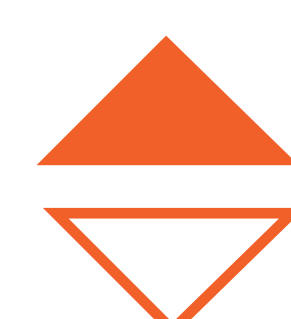
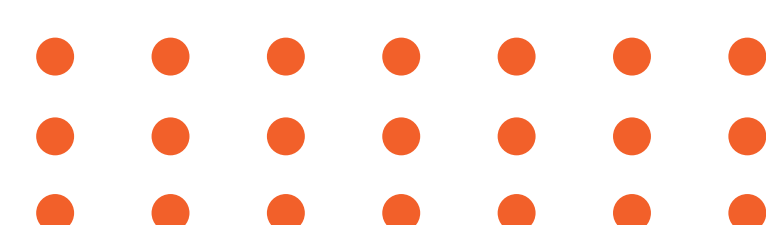




Success Case



How to structure commercial operations and turn interactions into intelligence to scale in the United States

The Challenge

Operating in the U.S. market since 2015, The Next Energy Technology already had an active business development and commercial expansion operation. However, as the volume of opportunities grew, a critical challenge emerged: transforming this growth into a structured, predictable, and scalable operation.

Commercial interactions were spread across multiple channels, with limited centralization and visibility. This restricted the company's ability to measure performance, identify customer behavior patterns, and ensure consistency throughout the commercial journey.

More than generating demand, the moment required operational control, data intelligence, and management capability.

The Solution

With the support of C&M Executive and BTM Global Group, the company implemented GoTo Connect, GoTo's cloud communication solution, focused on centralizing, recording, and structuring all commercial interactions.

The implementation transformed a decentralized operation into an integrated environment, where every interaction became captured, analyzed, and used as a foundation for strategic decision-making.

In practice, this enabled:

- Full centralization of commercial communications
- Interaction recording and traceability
- Continuous team performance monitoring
- Standardization of the customer journey
- Generation of structured data for analysis and decision-making

The Results

The evolution of the operation delivered clear gains in efficiency, control, and commercial intelligence:

- Todas as interações passaram a ser registradas e analisáveis;
- A operação ganhou visibilidade ponta a ponta;
- A abordagem comercial foi padronizada;
- A performance do time passou a ser monitorada com consistência;
- Decisões deixaram de ser baseadas em percepção e passaram a ser guiadas por dados .

The Impact

The Next Energy Technology underwent a significant shift in how it operates. What once relied on individual experience and day-to-day perception is now supported by data, processes, and operational intelligence. This new level of maturity allows the company not only to grow, but to grow with control, consistency, and replicability — key factors to compete and scale in demanding markets like the United States.



Client Perspective

“When you turn interactions into data, growth no longer depends on perception — it becomes driven by intelligence and structure.”

Roger Timóteo, CEO of The Next Energy Technology

C&M Executive Vision

International expansion requires more than commercial presence — it demands operational discipline, predictability, and data-driven management.

By integrating communication, technology, and analytics, companies can transform their commercial operations into true growth engines, with greater consistency, efficiency, and scalability.

Media outlets that published this case:

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