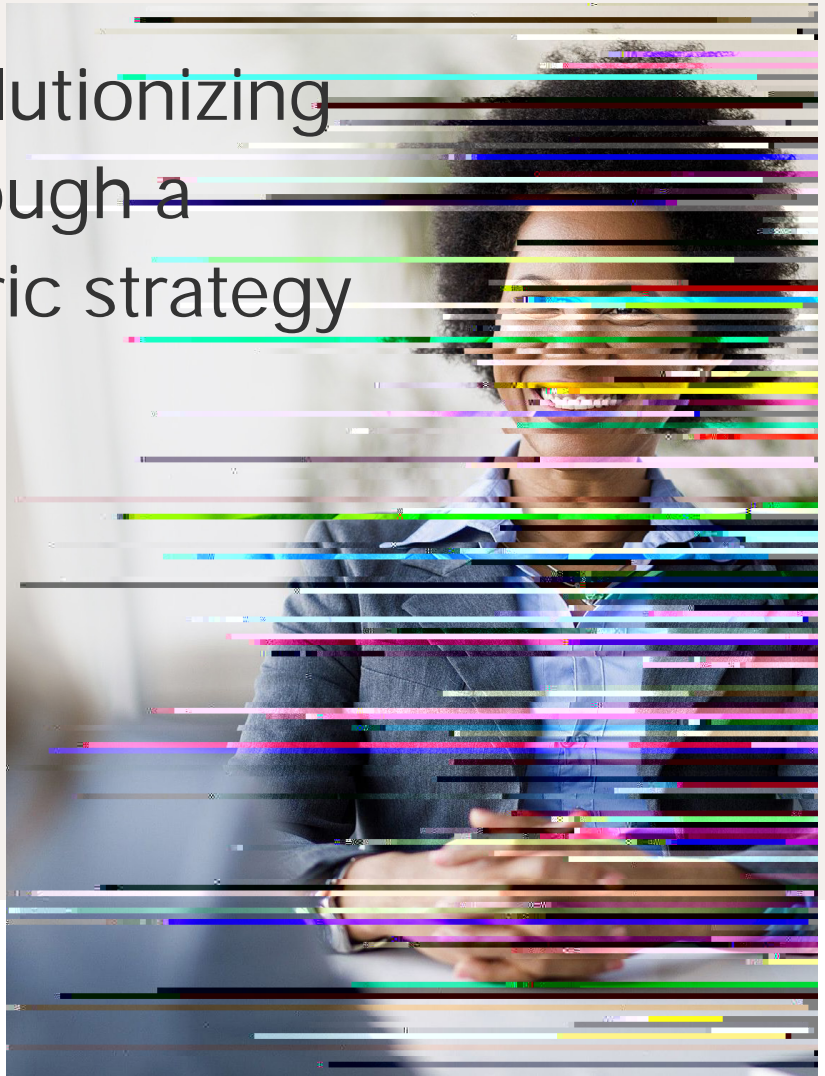


SUCCESS CASE



How XP is revolutionizing the market through a customer-centric strategy



Results with Medallia

+35 pt ↑

NPS

5K ↑

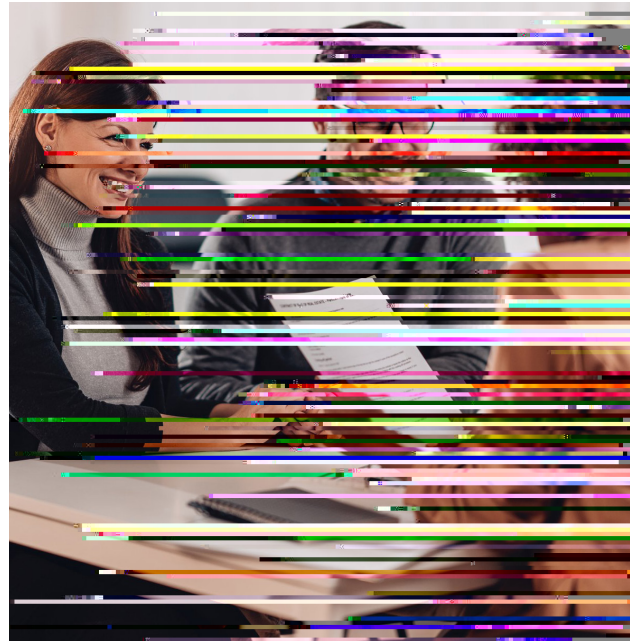
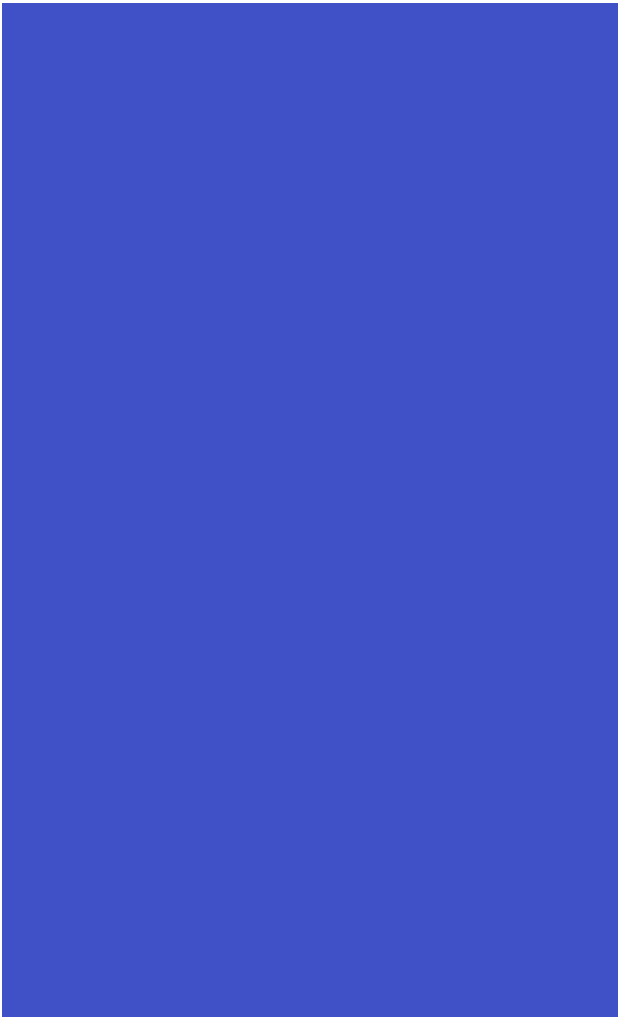
Active customers
year-over-year

5.7x

Customer loyalty
index score
vs. industry

Medallia

Customer Experience | SMT



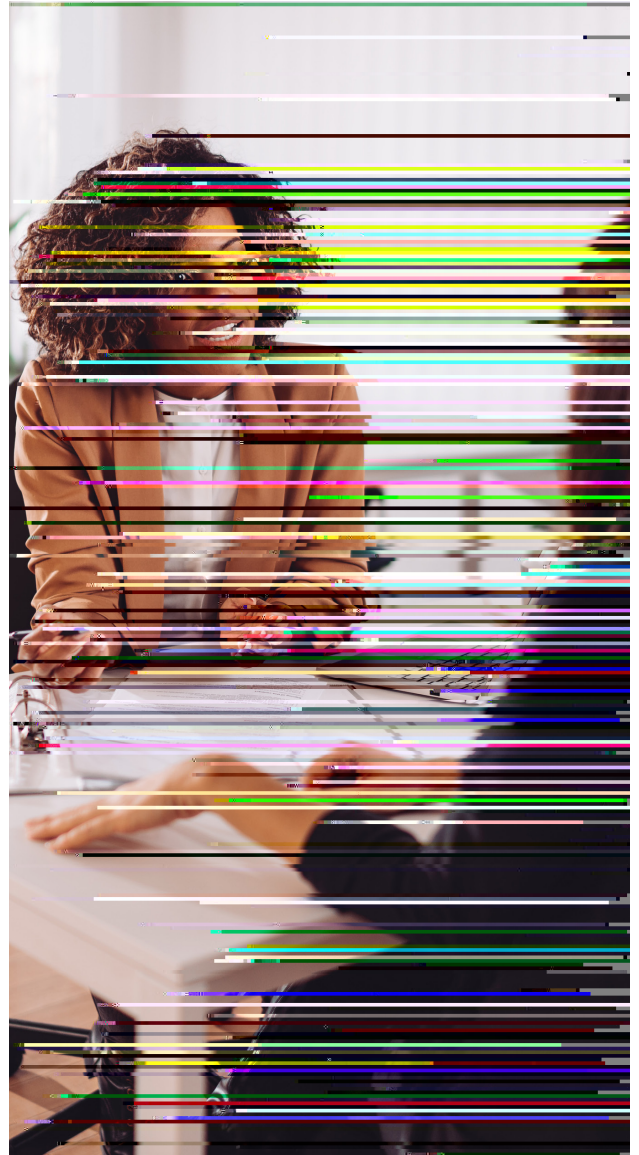
Strategizing a customer-first mindset

As a result of our strategic focus on the digital customer experience, **1** **XP has more than 2.8 million customers and more than U\$119 billion in assets under management, across three businesses.**

As a result of our strategic focus on the digital customer experience, **1** **XP realized that its current customer experience tools were somewhat limited.**

Diving deeper with text analytics

2018-09-26 10:25:00
https://www.ibm.com/blogs/ai/2018/09/26/going-deeper-with-text-analytics/



... 300 ... 5,000 ...

... 2020 ...

Quote by Guilherme Kolberg



About us

... 16.6 ...



About SMT