

How MAPFRE increased retention from 1% to 40% and protected BRL \$1M of revenue in just two months using AI-powered Quality Management

Learn how insurance giant identified revenue loss and mobilized their best agents to retain customers.



Insurance · Brazil · 400+ agents · 75,000 calls a month

1% → 40%

Customer retention rate on cancellation calls

BRL \$1M

About USD \$200k
Revenue protected

2 months

From rollout to measured results

75k

Calls a month analyzed, not sampled

MAPFRE BRAZIL

Summary

Retention is one of the few levers a contact center controls directly. Most quality programs can't reach it, because they review a sample. The behaviors that save a customer sit in the calls nobody listened to.

MAPFRE Brazil had a specific version of that problem. Customers asking to cancel a policy were routed to a general service team with no retention strategy. Most requests were simply processed, so customers churned and recurring revenue went with them.

THE PROBLEM

Business Challenge

Every customer selecting the cancel option in the IVR went to the standard service team. Those agents were experienced in support work, but they weren't trained or organized to hold onto a customer who had already decided to leave.

So the organization couldn't say which agents retained customers, what techniques worked, or which interactions carried the most value. Manual review covered a limited number of calls, and the pattern across 75,000 calls stayed invisible.

WHAT CHANGED

The Turning Point

Rather than adding headcount or redesigning the IVR, MAPFRE used AI to understand what was said on the calls. SuccessKPI analyzed cancellation conversations at full volume instead of a sample. AI Auto-Scoring answered the evaluation questions the quality team configured, and an analyst applied or overrode each answer. A small group of agents held onto customers far more often than the rest. They negotiated differently, handled objections earlier, and moved the conversation to the value of the policy rather than the price of leaving.



At a Glance

CUSTOMER

MAPFRE Brazil

INDUSTRY

Insurance

OPERATION

400+ agents, 75,000 calls a month

SOLUTION

SuccessKPI GenAI Automated Quality Management

IMPLEMENTATION TIME

2 months

“

"SuccessKPI GenAI enabled us to discover what traditional quality monitoring could never reveal ... we dramatically improved customer retention and protected significant business revenue in only two months."

Celso Roberto Teixeira
Quality Manager, MAPFRE

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Solution

STEP 01

AI-Powered Performance Discovery

Scoring across thousands of interactions identified the agents with the highest retention rates, on evidence rather than reputation.

STEP 02

Creation of a Dedicated Retention Team

Those agents were consolidated into one team working cancellation requests only, and the revenue at risk inside them.

STEP 03

Standardization of Best Practices

The winning conversations set the techniques that became the basis for coaching, training, and operational standards.

STEP 04

Intelligent Customer Routing

The cancellation option in the IVR now routes straight to that team, so high-risk moments reach the right people.

RESULTS IN TWO MONTHS

Business Impact

MEASURE	BEFORE	AFTER
Retention rate on cancellation calls	1%	40% ↑
Quality coverage	Sample-based manual review	Every call in scope scored on the configured questions, with human review
Cancellation handling	General service queue, no retention plan	Dedicated retention team, routed from the IVR
Coaching input	Evaluator judgment on a few calls	Techniques drawn from the conversations that actually saved customers
Revenue protected	Not measured	More than BRL 1 million, about USD 200,000

THE DIFFERENCE

Why SuccessKPI Made the Difference

- ✓ **The scoring logic is legible.** A quality leader writes the prompt, tests it on a real call, and reads the reasoning behind every suggested answer.

✓ **One scorecard covers the program.** Auto-scoring runs against the same evaluation forms human evaluators use, with one rubric and one dispute path.
- ✓ **A person stays on every score.** The evaluator applies or overrides each answer, so coverage rose without asking anyone to trust a number blind.

✓ **The finding became an operation.** MAPFRE turned the pattern into a team, a routing rule, and a coaching standard. That is where the 40% came from.

What are your cancellation calls telling you?

If quality review covers a sample, the behaviors that save customers are sitting in calls nobody has heard. We'll walk your team through how scoring and coverage work on your own platform and your own calls.

Talk to SuccessKPI

successkpi.com/demo

Results described here were reported by MAPFRE Brazil over a two-month period. The USD figure is an approximate conversion. MAPFRE is a trademark of its owner and is used with permission.