

Customer Success Story



BanCaribe, it is a private financial institution in Venezuela based in Caracas specializing in universal banking. It is the ninth largest bank in the country.

It currently has more than 110 offices located throughout the national territory, more than 800,000 customers, about 6,000 outlets, and generates more than 2,500 direct jobs.

Our Goal: Accessibility not only to technology platforms and tools, but to the contents and information of their accounts to visually decreased customers, as well as multi-language care for people who do not speak Spanish.

The main challenge: Acceptance and attention to the largest number of customers with disabilities or visual impairments, without time or language barriers.

Win Results

Immediate Response: Providing added value to the brand, from now on providing a more complete service, without time restrictions, to the visually impaired, the elderly and non-Spanish speakers.

Makes the sales and maintenance cycle more efficient: Social responsibility initiatives attract new customers and make current ones happier, increasing the customer base and improving their loyalty, respectively.

Pioneer in accessibility and social sensitivity: The bank will gain prestige in the market as an organization with a social sense, pioneering inclusion, helping visually impaired people, seniors and narrowing the language gap.

