

NEBIUS

Human-Centered Digital Transformation

Lessons from Three Latin American Companies



In today's digital era, investing in technology is not enough.

Companies that prioritize employee experience and active participation amplify their impact. These three cases demonstrate how a human-centered approach to digital transformation drives tangible results: greater efficiency, higher satisfaction, and sustainable growth.

Finance

SURA Investments

Transforming customer experience and internal culture



Energy

Colbún Chile

Freeing up talent for higher-value tasks



Logistics

Grupo del Pilar

Digitizing operations and improving the employee experience





Key challenge:

Digitizing remote support services and turning scattered data into actionable insights, while preparing for major transformation initiatives.

Highlighted strategy:

Digitizing remote support services and turning scattered data into actionable insights, while preparing for major transformation initiatives.

Impactful results:

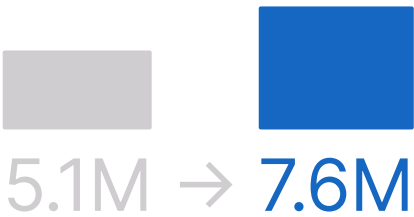
- Customer experience and sales

% Sales

+150%

increase in average sales per advisor

Clients



The customer base in Mexico grew from 5.1 million to 7.6 million

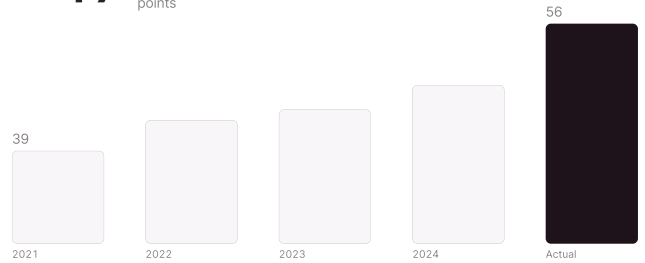
NPS Evolution

A 17-point jump in three years reflects a drastic improvement in customer loyalty, as a result of an optimized service experience


Net Promoter Score (NPS)

+17 points

↗ Increase from 39 to 56 points.



Operational efficiency

 Savings

↓ 14M

in Colombian pesos, after decreasing the customer turnover from 7.07% to 3.96% during the year (3.11%)

Time savings by advisor

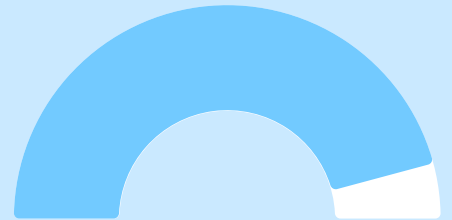


+150


minutes per day, thanks to the automatic generation of meeting minutes with generative AI

>90%

call sentiment analysis improved since the implementation of AI



Organizational culture

 Cultural adoption

60%

adoption of the cultural pillars: adaptability, mission, participation, and consistency

 More sales

33%

77%



77% of sales managers managed to sell more than one product (compared to 33% before the changes)

Outcome

SURA has transformed into a more flexible and modern organization, enhancing its ability to respond to market and regulatory changes.



Key challenge:

Reducing time spent on repetitive tasks while boosting creativity and productivity.

Key strategy:

Integration of Microsoft Copilot into daily tools (Word, Excel, Teams) and formation of learning communities with internal Champions.

Innovation-driven results:

Productivity and time

👥 Employees

+250

improved their daily time use

Time for creative tasks

Before: Emails, reports, data searching, document creation



After: using Copilot for repetitive tasks



📄 Access to information

100%

agile access to information without switching platforms

🕒 Routine tasks

Before:

Days



After:

Hours



By using AI to compare skills, the selection process was drastically accelerated, improving HR efficiency.

- External recognition



#1 in Energy

Most Innovative Companies Ranking 2024

- Outcome

The adoption of AI at Colbún was conceived not just as a technological shift, but as a true cultural transformation. To support this transition, the company implemented a strategy focused on building learning communities.



Key challenge:

Inefficiency in internal communication and administrative processes in a workforce of over 1,800 people.

Highlighted strategy:

Implementation of the Humand platform with complete digitization of processes and continuous support.

Results that transformed operations

Employee satisfaction

Employees

+1800

collaborators benefiting from more agile processes

Digitization

100%

of digitization of forms and pay slips

Efficiency and cost savings

Substantial reduction in administrative time and operational costs

Administrative time:



Operational costs:



Traceability and control

Notable improvements in process tracking and oversight



Outcome

Grupo del Pilar took a major step toward the future, demonstrating that a people-centered digital transformation, focused on internal employee needs, can yield substantial operational efficiencies and enhance human capital management.

Common outcomes of human-centered digital transformation



People first

Successful digital transformation places people at the center, not technology.



Measurable results

Every initiative must translate into clear business and user experience metrics.



Sustainable culture

Technological adoption requires a profound and lasting cultural change.



Multiplied growth

With a human-centered approach, innovation becomes sustainable and growth multiplies.

About Nebius Academy

Nebius Academy is where innovation meets education. We empower organizations to grow through cutting-edge training in AI, data science, and Machine Learning, combined with strategic assessments and real-world applications.

Our mission is to connect businesses with transformative learning experiences that drive sustainable growth and create a significant impact across various industries. From closing skill gaps to building impactful collaborations, we ensure that your teams and strategies are ready for the future. Learn more.

