

Into **mercado's** **libre** **Success Story**

Transforming **Contact Center Planning**
with Anaplan



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Transforming Mercado Libre's Contact Center Planning with Anaplan

Founded in 1999, MercadoLibre, Inc. (NASDAQ: MELI) is the leading company in e-commerce and financial technology in Latin America, with operations in 18 countries. It offers a complete ecosystem of solutions for individuals and businesses to buy, sell, advertise, obtain credit and insurance, collect, send money, save, and pay for goods and services both online and offline. Mercado Libre looks to facilitate access to commerce and financial services in Latin America, a market that offers great opportunities and high growth potential. It uses world-class technology to create intuitive solutions tailored to the local culture to transform the lives of millions of people in the region.

The Customer Experience (CX) Team had the huge challenge of being able to respond to more than 4 million customer inquiries every month from across all regions in more than 18 countries.

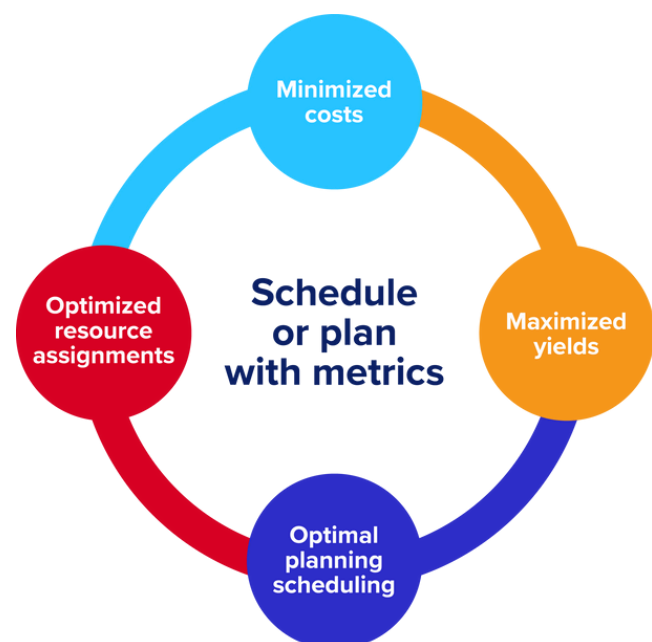


Due to the level of complexity of managing an increasingly larger operation, and added to the dynamism of Mercado Libre, the company decided to seek a comprehensive solution in search of greater accuracy. As part of a journey toward transformative change, they implemented Anaplan to drive a step change in their end-to-end planning processes.

Approach

To tackle industry challenges, **Mercado Libre sought for Keyrus help to implement Anaplan with PlanIQ** and machine learning to enhance forecasting accuracy. This approach uses statistics, AI, and machine learning to quickly analyze data and make better forecasts and plans. Instead of addressing isolated issues, the company focused on comprehensive, connected planning across the organization.

With the Keyrus team, they used an agile approach to successfully complete each project phase and be able to ultimately implement a world class Contact Center planning solution in Anaplan.



Key Results



Optimize agent allocation

Improve forecast accuracy

Ability to compare scenarios at real time

Potential Benefits



Forecast Accuracy: Use PlanIQ's machine learning to achieve an improvement in forecast accuracy to hit above 80% at a level of detail that we could not have achieved, enabling forecasting of over 230,000 daily interactions.



Scenario Analysis: Create and compare different planning scenarios in real-time.



Agent Allocation: Optimize agent allocation, at a daily and hourly levels, against forecasted demand utilizing Anaplan Optimizer.



Single Source of Data: Streamline data connections between areas and processes, linking CX plans with detailed P&L.



Reduction in Planning Time: Achieve a more detailed forecast with a 33% reduction in planning time.



Granularity in Analysis: Anaplan allowed Mercado Libre to perform forecast planning with greater detail.

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I am proud to have led this successful Anaplan implementation for Mercado Libre's CX team, which was crucial in elevating their Contact Center planning capabilities to a complete new level, allowing them to optimize their process through advanced data-driven technology and real-time analysis capabilities.

-Julio Cesar Carlino, Keyrus EPM Sr Manager

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Conclusion:

Mercado Libre's implementation of Anaplan marked a pivotal moment in their digital transformation journey. By addressing specific challenges in their planning landscape, Mercado Libre not only improved operational efficiency but also fostered a culture of collaboration and adaptability. The success of this implementation serves as a testament to the power of strategic planning and the positive impact it can have on a company's overall performance. As Mercado Libre continues to lead in the LATAM market, their story shows as an inspiration for businesses seeking to navigate the complexities of the modern, dynamic marketplace through transformative technology solutions.

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Keyrus and Anaplan gave us the necessary tool to change our process in search of greater accuracy and automation.

Belen Pingitore - Customer Experience Manager

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Thank you

for exploring our
customer story!

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