



## Proven CX Business Impact

*This CX case study was selected in September 2025 by an independent panel of CXPA judges for recognition of its demonstration of the positive business impact created through a customer experience focus.*

### **CXPA Proven CX Business Impact: MedSênior — Empowering Aging Through Digital Inclusion**

#### **Company Overview**

MedSênior is a Brazilian healthcare and insurance provider specializing in services for individuals aged 49 and older. With 1,000–5,000 employees and revenues between \$1M–\$10M USD, the company operates nationwide in Brazil. Its mission is to deliver human-centered care tailored to the unique needs of older adults.

#### **Business Challenge**

Despite investing in a robust digital platform, MedSênior faced significant digital exclusion among its core customer base, especially those 65+. Key issues included:

- Low digital literacy and fear of making mistakes.
- Interfaces not designed for older adults (small fonts, low contrast).
- High reliance on physical service channels, creating inefficiency and cost pressures.
- Reduced autonomy and satisfaction among customers.
- Emotional consequences, including frustration, isolation, and diminished trust.

These barriers hindered adoption of digital tools that could improve efficiency, access, and customer retention.

To learn more, and to submit your CX business impact case study, visit <https://cxpaglobal.org/cx-value/case-studies>

## CX Initiative: Digital Inclusion for Seniors

MedSênior launched “**Technology with Purpose and Generational Impact**”, a program combining digital transformation with social inclusion. Key elements included:

- **Digital Literacy Workshops:** Hands-on training to build confidence in using smartphones, apps, and online tools.
- **App Redesign with Seniors:** Accessibility improvements such as larger fonts, higher contrast, and simpler navigation.
- **Peer Support Model:** Hiring employees aged 59+ as digital support guides, bringing empathy and credibility.
- **Inclusive Communication:** Podcasts, educational emails, and safety alerts to encourage safe digital adoption.
- **Customer Committees & Empathy Training:** Ongoing feedback loops and aging-suit exercises to foster understanding among staff.
- **Academic Partnership:** Collaboration with UFMG to ground changes in evidence and best practices

## Proven Business Impact

- **Digital Adoption:** Autonomous app usage rose by **11%** among the 49+ segment.
- **Market Expansion:** Senior-friendly redesign drove significant growth in new app users, reflecting successful onboarding and retention.
- **Operational Efficiency:** Shift to digital channels reduced dependence on in-person and phone services, improving cost-to-serve.
- **Customer Engagement:** Educational content achieved high reach, reinforcing trust and positioning MedSênior as a socially responsible brand.
- **Employee & Cultural Impact:** Empathy training and senior hiring reduced stereotypes, improved internal alignment, and elevated CX as a strategic enabler.
- **Customer Loyalty:** NPS increased by **38%** (+20 points, from 53 to 73) in one year.

## Core Business KPIs Impacted

- Customer Retention
- Word of Mouth/Referrals
- Customer Support Ticket Volume

To learn more, and to submit your CX business impact case study, visit <https://cxpaglobal.org/cx-value/case-studies>