

# Elo brings an Innovative Connectivity Benefit to High-income Brazilian Cardholders



## THE COMPANY

Launched in 2011 by three of Brazil's largest banks (Banco do Brasil, Bradesco and CAIXA), Elo is the first 100% Brazilian credit card brand. In order to be a robust and comprehensive brand, Elo offers a wide range of products and services aimed at all audiences.

Accepted at approximately 4 million merchants nationwide, Elo is also the first Brazilian brand with international acceptance.

Through a partnership with the Discover network, cards can be used for purchases at more than 42 million merchants in 185 countries, as well as withdrawals at 1.8 million ATMs worldwide.

Elo has issued approximately 118 million cards.

## Elo's Evolution

The first, wholly Brazilian credit card brand, Elo was launched in 2011 as a partnership between three of Brazil's largest banks, Banco do Brasil, Bradesco and CAIXA. To give you a scope of their market share, together, these three banks represent nearly three quarters of total banking accounts in the country.

With that kind of financial clout, it was no surprise that Elo's domestic market share grew quickly, and its cards became particularly popular. Still, even with that level of success, Elo hadn't yet expanded outside of Brazil. That was about to change.

In 2015, Elo entered into an agreement with Discover Financial Services, which allowed Elo cardholders to make international purchases and withdraw cash on Discover's network. A year later, Elo conducted its first international transaction on the Discover Global Network, marking the official, international acceptances of Elo's cards.

## Elo's Customer Loyalty Challenge

In the midst of this evolution, Elo faced a challenge. Although its market position was improving rapidly, Elo sought to enhance customer loyalty while delivering a best-in-class benefits package based on the following three company pillars:

- ▶ Innovation. Deliver a first-in-market benefit that would add value to customers



## THE PAYMENTS INDUSTRY IN BRAZIL

- ▶ More than 3.2 million merchants and 4.4 million terminals
- ▶ More than 1.2 trillion R\$ (roughly 400 billion USD) in annual sales volume out of total economic input/ GDP of 5.7 trillion R\$ (roughly 1.8 trillion USD)
- ▶ More than 400% growth in sales volume over the last ten years
- ▶ More than 28.5% of personal consumption expenditures, up from 16% in 2008

## AT A GLANCE: THE SIMPLE CARDHOLDER JOURNEY

- ▶ Customers fill out a short form directly on the app
- ▶ iPass checks that only eligible customers are validated
- ▶ Credentials are created online

- ▶ International acceptance. Help Elo become the first Brazilian card brand to achieve international acceptance
- ▶ High-income cards. Meet the needs of high-end, high-flying consumers of Elo's high-income cards, Elo Mais, Grafite and Nanquim

So Elo made an educated guess: in mobile-mad Brazil, cardholders would value Wi-Fi highest among all other benefits. Elo decided to test its assumption. It conducted a survey of cardholders, listing Wi-Fi among other potential benefits. The results confirmed the original assumption: Wi-Fi ranked as the most valuable benefit across all three premium cardholders.

## Finding a Partner

With the facts in tow, Elo now needed a partner, one strategic and flexible enough to bring high-quality connectivity to Elo's high-end customer base. Elo's choice: iPass, a global, mobile connectivity company that has created the world's largest Wi-Fi network.

## Elo WiFi: A New Benefit for Elo High-end Cardholders

### Implementation and Customization

It was time for Elo and iPass to get to work customizing the new benefit for Brazilian app users who value constant improvements to their service experience. Elo knew that Brazilian users would prefer a lightweight app, so Elo and iPass worked to reduce the size of the app to meet the requirements of Elo customers.

### Features and Benefits

- ▶ Access to the world's largest Wi-Fi network, including strong domestic coverage in Brazil
- ▶ Security and privacy
- ▶ Lightweight



## ABOUT IPASS

iPass is a leading provider of global mobile connectivity, offering simple, secure, always-on Wi-Fi access on any mobile device. Built on a software-as-a-service (SaaS) platform, the iPass cloud-based service keeps its customers connected by providing unlimited Wi-Fi connectivity on unlimited devices. iPass is the world's largest Wi-Fi network, with more than 62 million hotspots in more than 180 countries and territories, where iPass customers have connected successfully at airports, hotels, train stations, convention centers, outdoor venues, inflight, and more. Using patented technology, the **iPass SmartConnect™** platform takes the guesswork out of Wi-Fi, automatically connecting customers to the best hotspot for their needs. Customers simply download the iPass SmartConnect app to experience unlimited, everywhere, and invisible Wi-Fi.

- ▶ Easy to activate
- ▶ Fully integrated with iPass
- ▶ In-language customer support via email and social media channels

## Results

The result of all of this hard work: the Elo Wi-Fi app has been a resounding success. Fully integrated into the iPass platform, Elo Wi-Fi has already seen more than 17,000 enrollees, and that's just the beginning. Most importantly, cardholders have been uniform in their praise:

- ▶ “Attractive and intuitive app.”
- ▶ “I think it is highly useful and user friendly.”
- ▶ “Elo Wi-Fi connection is a positive customer experience.”

But the story is not done. Elo has been so impressed with the partnership that it's looking for new ways to work with iPass to keep Elo's market edge in innovation.



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