



Direcional increases customer satisfaction and bets on digital inclusion in project with Sensedia.

Multi-channel platform facilitates monitoring of works and provides customer services through customer service applications.



In addition to making the dream of owning a home come true, the civil construction sector has always served as an indicator of the country's financial health.

This relationship that a large part of the population makes, sometimes even unconsciously, does not occur by chance. The Brazilian Institute of Geography and Statistics (IBGE) estimates that civil construction represents 7% of all the wealth generated in Brazil. In 2021 alone, there were more than 244,755 new formal jobs absorbed by the thousands of construction sites distributed among all the states.

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One of the most traditional construction companies in the market, **Direcional**, sees a purpose beyond economic growth and bets on civil construction as a developer of social integration and access to services.

“When we launch a residential complex, a community flourishes around it, benefiting from the local infrastructure and the demand for new means of consumption”.



João Vítor da Silva
IT Manager at Direcional



In 2020, **DIRI LABS**, the innovation concept of the Direcional group, led by João Vítor, started a project to expand the concepts of innovation and integration - which already occurred in the organizational sphere - to the company's digital environment.

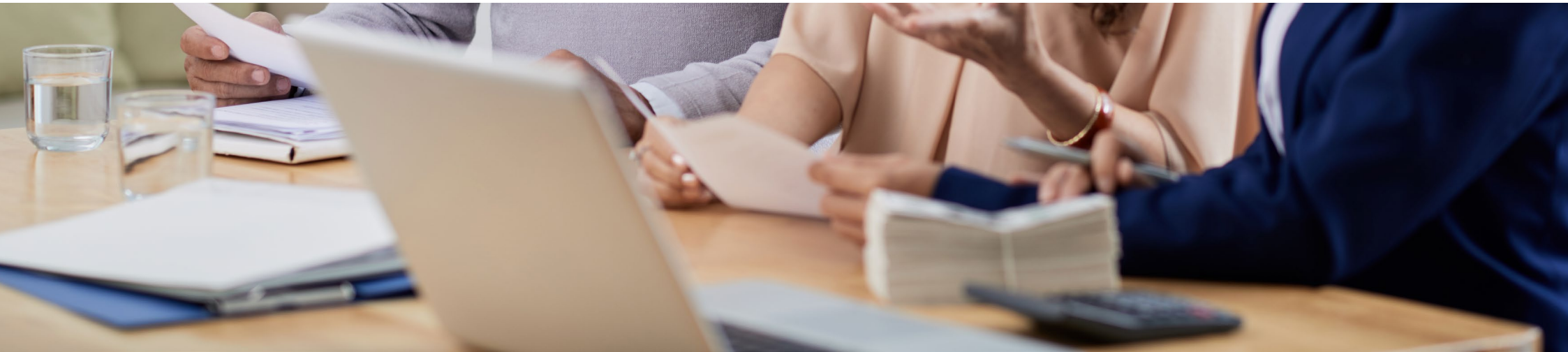
And it was from the need to bring more agility and comfort to customer service that was born the project of the **Portal Pode Morar** - a multichannel platform that works as a hub of information and services for both the Direcional client and the client Riva, a company that is part of the Direcional group, which operates in enterprises of the Programa Casa Verde e Amarela, of the Federal Government.

The flats being sold are new properties, bought on the drawing board. Through the platform, the client has access to all the phases and forecasts of the construction work, feeling closer, even when monitoring at a distance. On the portal, people can, in real time, from contract signing to delivery of the property, check the progress of the work, access photos, issue bills of sale, request renegotiations and amortize installments, all just a click away.

"Today we have more than 60 construction sites all over Brazil. Often, the people who buy flats don't live in the same region as the building site. Bringing speed and convenience to them also increases the customer satisfaction index".



João Vítor da Silva
IT Manager at Direcional



Customer's challenge & Sensedia's role

The integration of customer information and online services was possible thanks to **Sensedia's API management platform**, through a gateway that establishes these connections.

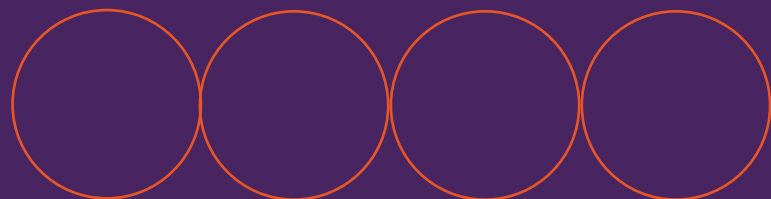
All data from the main features of the **portal Póde Morar** goes through Sensedia's tool, and today 90% of Direcional's customer base is connected to it

The evolution also brought benefits to Direcional's business, the portal allows for the development of new products and service channels, as well as ensuring greater information security.

One example is the new Suppliers Portal, focused on bringing together regional service providers interested in offering products or services where the project is being built, even if they are individuals.

Communication is carried out on the platform and any registered person can sign up. With this, **Direcional** expands its portfolio of suppliers, generating opportunities for local communities.

Today the “Pode Morar” portal is available on the web, in the Apple Store, Play Store and has just arrived in Alexa, which enables the experience by voice command, with the use of artificial intelligence.



Governance also had gains and began to influence the company’s strategy. The possibility of understanding the most requested services, the visibility of the origin of calls and the seasonality of some demands, contributes to the definition of new products, which serves as input for the company’s growth strategies. **Direcional** has transformed the company into a constructech, evaluating new business fronts through data from the digital environment.

The indicators of improvement and customer satisfaction are already starting to show up in the app shop evaluations. In the Apple Store, Pode Morar had a leap from 1.6 to 3.6 and in the Play Store it went from 2.7 to 3.9, in three months of implementation. An evaluation of, at least, two percentage points above the direct competitors.

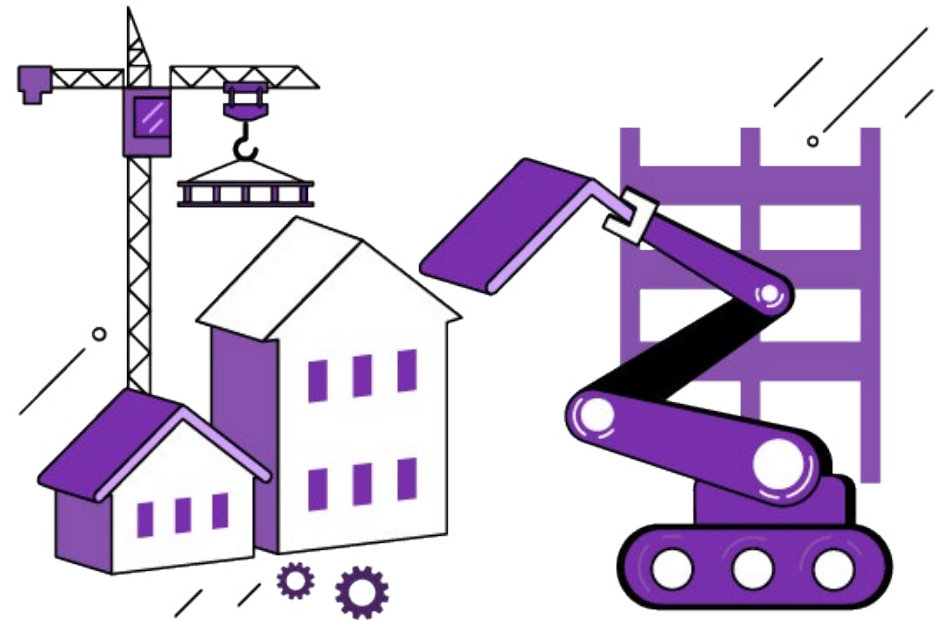
“All the main services we offer go through Sensedia, this allows the activation of new fronts, in an easier and faster way. With the central hub of APIs, we gain both resilience and simplicity, not forgetting the governance and security we need, and having an easy-to-use, almost frictionless platform.” concludes João Vítor.

About Direcional

Direcional Engenharia, a company with 41 years of existence, is a real estate developer and construction company, with more than 150 thousand units delivered and/or incorporated, is present in 13 states in Brazil and has more than 6 thousand collaborators. The economic group is also formed by Riva, focused on enterprises of Programa Casa Verde e Amarela.

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About Sensedia

Sensedia supports companies in becoming more digital, connected and open.

Whether with the purpose of integrating channels, enabling partner ecosystem or creating modern multi-cloud/hybrid architectures, innovative companies rely on Sensedia as a partner for API and microservices management, expert services and fast integration with their legacy systems.

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