

Genesis Empresarial Offers App-Based Training, Counseling and Client Feedback

The rapid, global spread of the coronavirus has created an urgent need for businesses to shift priorities and adapt operations to remain available to their clients while keeping people safe.

In a discussion with Edgardo Perez of Genesis Empresarial, he shares how Genesis is using social performance management (SPM) as a driver to positively impact the quality of life for each of their customers. Perez states, “what you invest in social performance management is directly reflected in a proportional way to your financial statements.” Genesis Empresarial is a leader in adapting their operational models to ensure SPM is at the center of how they do business.

Edgardo says, “there is no more important time to focus on social performance than right now...as a sector we need to rethink business models and management models because after the pandemic they will not be the same, especially in regard to technology.”

This global crisis is making organizations rethink business and management models. Perez remarks, “everything that is history, is history, and now we must focus on the future.” The changes being made are not all for the short term, as many organizations are using this as an opportunity to shift to using digital resources going forward. To keep their operations going, Genesis has restructured their business to focus around five main pillars. These five pillars include strategic financial and social planning as well as hands-on management. These pillars are centered around keeping both staff and customers close while taking the necessary precautions to protect them.

Genesis is promoting a social response aimed at rebuilding sustainability and being fully connected with customers through daily communication with their new digital offerings including the Genesis App. Through the Genesis App, the client can access credit, trainings, and advice ranging from medical consultations to legal and financial consultations. The counseling is free for clients and is an added value that Genesis offers to benefit and retain its clients. Genesis wants clients to trust their application as a key resource during this time and for crisis going forward. Perez states that the mission of Genesis is “for all their products and services to have an impact on the quality of life of the clients.” All the products and services that Genesis offer are in line with that objective.

Genesis is using their marketing and video capabilities to offer e-learning services that are tailored to each client. The e-learning offerings show different image options for the clients to select the products they would like to receive additional training and for the clients to understand how to best use the services. To encourage their clients to use these services, Genesis created a loyalty program. Users that participate in surveys, watch educational videos, download the Genesis App and pay on time during the quarantine receive prizes including free “airtime” minutes for their cell phones. This award benefits clients and ensures that Genesis is connected to its clients. Perez highlights the importance of offering solutions that are sensitive to the variety of situations clients are facing. Businesses must understand the vulnerability of their clients and put their needs first. Rather than focusing on gaining new customers, the focus should be on helping and building stronger relationships with the customers you already have.

Genesis Empresarial is adopting these strategic pillars and developing digital solutions that will serve its customers in a sustainable way not only during this time of crisis, but in the long run. Genesis has its clients segmented into groups and there are products, services and channels for each one. No matter the income level of the client, Genesis is investing the time and resources to reach all their clients with the necessary services. Because of this, their digital plan is not a short-term solution, rather a long-term evolving solution. Perez encourages all businesses to prioritize the issue of social performance management in these difficult times.