

Illumia Invests More Than 4 Million USD in Brazil and Announces Solutions for the Financial Sector at Febraban Tech

The Waiken ILW holding company is establishing development, research, and sales teams in the country and making Brazil the focus of its regional expansion, having already surpassed 10 million service users in Latin America.

São Paulo, August 25, 2026. Illumia, Latin America's largest provider of agent-based contact solutions by number of people served, announces an investment of more than 4 million dollars to expand its operations in Brazil.

The new investments were announced this Tuesday by the company's CEO, Daniel Figueirido, at Febraban Tech, Latin America's largest technology and innovation event for the financial sector, held at Distrito Anhembi in São Paulo.

Illumia will allocate the new investments to the creation of local development, research, and sales teams, which will consolidate Brazil as the company's primary focus for expansion into Latin America.

During the event, the company controlled by the Waiken ILW holding group presented its artificial intelligence platform to the Brazilian market, designed to modernize omnichannel customer service and automate processes for banks, fintechs, and large businesses.

In this context, the financial sector is among the company's priorities due to the growing demand for operational efficiency and improved customer experience in Latin America's largest economy.

"Illumia's solution allows companies to adopt artificial intelligence from day one, without initial investments in infrastructure or the implementation of third-party platforms. The model is results-driven and supports the entire customer operation," said Figueirido at the Illumia booth.

Over the past two years, Illumia's platform has become Brazil's largest AI-powered customer service operation, thanks to the services it provides for Sky Brasil, Sky Móvel, and the live TV and streaming platform SKY+. After being validated on a large scale, it began to expand into other markets.

"Brazil is no longer just a strategic market; it has become Illumia's main hub for development. It was here that we built, alongside Sky, the country's largest AI-powered customer service operation. Now we're bringing that experience to a sector undergoing a decisive moment of transformation, offering banks and fintechs a technology that has already been validated at scale and is ready to deliver results from day one," said Figueirido.



The company has already surpassed the milestone of 10 million people supported across 12 countries in Latin America, where it first established a presence through customer service for DIRECTV Latin America and other companies.

Notable results achieved by its clients include the automatic resolution of 80% of customer service inquiries, a reduction of up to 45% in operating costs, and a 20% decrease in repeat calls.

“Artificial intelligence does not replace human interaction; rather, it expands companies’ ability to offer faster, more contextualized, and personalized service. By integrating generative AI into technical and commercial support processes, we are able to automatically resolve most requests and transform every interaction into an opportunity to better understand the customer and improve their experience,” added Figueirido.

Behind these results, Illumia’s platform combines digital agents with a team of more than 2,200 specialists across Latin America. The technology applies the concept of Extreme Automation to automate entire customer journeys using zero-touch workflows, generative AI, guided diagnostics, and real-time contextual tracking.

The solution supports the entire customer journey, from acquisition and onboarding to customer service, collections management, and customer recovery. Operating 24 hours a day, seven days a week, the platform scales its capacity according to the volume and needs of each operation.

With a strong presence in Brazil, Illumia is also advancing its internationalization strategy, with the recent launch of an operation in the United States and the start of activities this year in Israel and Spain. The next step will be the company’s launch in Mexico. In just two years, the company has solidified its position as one of Latin America’s leading companies in generative artificial intelligence applied to the areas of Customer Care, Customer Acquisition, and Quality.

About Illumia

Illumia is an AI-native company that accelerates the transformation of businesses toward more efficient, profitable, and customer-centric service models. It integrates artificial intelligence, automation, and human talent to generate measurable business results. For more information, visit illumiagroup.ai.

About Waiken ILW

WAIKEN ILW is a technomedia holding company comprising firms that offer business-to-consumer (B2C) and business-to-business (B2B) solutions in Argentina, Barbados, Brazil, Chile, Colombia, Curaçao, Ecuador, Peru, Trinidad and Tobago, Mexico, and Uruguay. Its business portfolio includes verticals such as fiber-optic and satellite connectivity, mobile telephony, subscription television, streaming, OTT, production, proprietary content and channels, technology, and insurance. For more information, visit: <https://www.waikenilw.com/>