

XP - Inside XP on YouTube

Our consultancy

On this episode, Rogério Carvalho, Eduardo Akira and Guilherme Benchimol talk about the investment advisor role at XP. With 5000 advisors in 600 offices at the time, it's stressed that this amount of specialists enables a personal consultancy for each client.

Thereon, Guilherme Benchimol remarks that the company is the main platform, but each office is specialized in a different field and has a different market profile. Then, the office can choose among a lot of XP's environment possibilities and get the one with which it has more compatibility.

In sequence, Eduardo Akira explains that his relations with his clients are really close. Thus, he can comprehend the client's profile, needs and, then, meet the client's expectations.

Finally, the experts ended saying that XP's work methods are completely different compared to traditional banks' methods, highlighting again the focus on clients in order to excel.

Source:

https://www.youtube.com/watch?v=y0TMoU1HkEI&list=PLMI5SicO7iPCdMABZgZNPewnSsojbcLhO&index=2&ab_channel=XPInvestimentos

Summarized by Victor Yuri Tavares de Camargo