

From HR Benefits to HR operating system: how Caju transforms the relationship between companies and employees in Brazil

The tech company has evolved into a comprehensive ecosystem for HR and workforce management in just 5 years.

SÃO PAULO, BRAZIL, August 24, 2026 /EINPresswire.com/ -- About 50 years ago, during a productivity crisis in Brazil's workforce, the government introduced laws requiring employers to support workers' nutrition by subsidizing part of their food expenses. Over time, this evolved into the corporate benefits industry, which is now broader than food subsidies alone and also includes employer support for culture, education, health, and other areas as a way to attract and retain talent. Each year, more than \$30 billion flows through this industry. Brazil's corporate benefits market operated under a rigid and outdated model when it came to user experience. While industries such as banking underwent rapid digital transformation, with open banking being a clear example, Brazilian employees were still managing multiple benefit cards with reach and use restricted to limited proprietary networks.

Recognizing this widespread pain point, entrepreneurs Eduardo del Giglio and Renan Mendes founded [Caju](#) in 2020 with a clear mission: to redefine the employee benefits experience in Brazil through flexibility, autonomy, and technology. The disruption started with the company's flagship product: replacing multiple benefit vouchers and cards, previously accepted only as payment methods within a limited network of partner merchants, with a single Visa-branded card accepted at more than 12 million physical and online merchants in Brazil, and more than 130 million merchants worldwide. Combined with an intuitive mobile app, the solution gives employees greater control over how they use their balances across flexible categories such as food, dining, culture, education, mobility, healthcare, and home office expenses, adapting benefits to individual lifestyles and company policies alike.

"Our mission has always been to deliver the best possible experience for both employees and employers. And, recently, that commitment led us to receive one of Brazil's top industry awards for customer satisfaction and NPS" says Eduardo del Giglio, CEO and co-founder of Caju.

What began as an innovative multi-benefit solution quickly expanded into something much larger. By identifying the broader operational challenges faced by HR departments, Caju evolved from a benefits provider into a people management ecosystem. Today, beyond benefits administration, the platform includes solutions such as corporate spending, reimbursements,

and advances, recognition and incentive programs, health and wellness solutions through partnerships with major players like Wellhub, as well as a database where all employee information is concentrated, including positions, managers, and other professional details. All of these services are centralized within a single platform, reducing operational complexity for HR teams and minimizing the need for multiple vendors.

This combination of streamlined operations and a superior employee experience has translated into measurable business results for client companies. According to internal data from Caju:

- 80% of client companies say the platform helps improve talent attraction and retention.

- 71% report increased employee engagement.

- HR teams reduce time spent on operational tasks by up to 30%.

To support this scale in a highly regulated industry, Caju has built its infrastructure around compliance, governance, and security. The company operates in full compliance with Brazilian labor legislation and the Worker Food Program (PAT). It also operates under strict legal requirements and holds four of the world's leading cybersecurity certifications, as the only company in its category in Brazil to do so.

Caju's commitment to innovation and customer-centric design has fueled remarkable growth. Today, the company employs more than 700 people, serves over 60,000 companies of all sizes across Brazil, and supports more than 1.2 million active users.

After achieving revenue growth of more than 60% over the past year, the company is now focused on scaling its platform even further to meet the increasingly sophisticated needs of modern organizations.

"Our next step is to continue expanding this ecosystem while keeping simplicity and autonomy at the core of the experience. We want to scale our solutions to support increasingly complex organizational structures offering Caju's operating system. Also, expand our services to attend a greater number of larger-scale organizations", concludes del Giglio.

[WATCH THE CAMPAIGN LIVE HERE.](#)

About Caju

With more than 60,000 client companies and over 1.2 million users across Brazil, Caju is a technology company focused on creating the best possible experience for both employers and employees throughout the most important moments of their professional journeys. Its platform simplifies and scales benefits management, people operations, and corporate expense processes through integrated systems and centralized data management. The company

currently employs more than 700 people and was recognized as Brazil's fastest-growing startup in LinkedIn Top Startups 2024.

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