How to adapt the professional profiles to the new demands and challenges of society

It is still too early to know the work scenario that COVID-19 will leave, but undoubtedly, this pandemic is leaving the professional market very depleted. Facing the flood of bad news, many experts point to a strengthening of technology and digital sectors as a path to recovery. New technological tools and solutions such as Automation, Big Data, Analytics or Programming are transforming the economy and the labor market. These will be the main axes on which the demand for employment will pivot in the coming years. In addition to the increase of unemployment, according to the latest studies by the European Commission, it is estimated that this year there will be around 500,000 and 750,000 unfilled jobs within the European Union due to the lack of suitable professional profiles.

Currently, many companies are working on transforming their organizations, both in terms of infrastructure and in relation to qualified professionals. In this context, the evolution of new technologies and the latest trends in the industry point to a significant increase of the processes automation in organizations, estimating that 45% of work activities can be automated, according to data from McKinsey & Company.

New technology tools, such as RPA, can reduce operating costs by up to 80%, in part by reducing the execution time of low value-added tasks. This type of tool is having a great reception and application in different processes of customer service. To take advantage of this market opportunity while enhancing the knowledge of the agents who are in continuous contact with the consumer and are those who knows the processes best, it is necessary to launch work transformation programs.

It is estimated that, in the next ten years, 80% of the jobs in the world will require technological skills. In Spain, the problem is even bigger, since only 53% of citizens have basic skills in technology. This data place Spain at the line in aspects such as digitization in companies, the ability to innovate and the scope of employee training, among others.

This type of training and retraining, called reskilling, carried out at Atento´s Center of Excellence and Transformation offer the opportunity to carry out a true transformation of human talent, which is the key to digital transformation. In this way, it allows the creation of a new line of business for outsourcing technological services, equipping contact center professionals with new capabilities, which in this case, have become RPA developers and programming language experts under BluePrism, Uipath and Python-Java platforms.

Not having enough qualified people in new technological fields, the computing and engineering faculties cannot cope with market demand, neither are able to adapt their training courses to new technologies as quickly as necessary. Therefore, the opening of a Center of Excellence and Transformation and the training of customer relations agents in programming capabilities are necessary projects right now. These trainings allow transforming the capabilities of any company and expanding the value offer in the middle of the digital era.

Taking into account that these types of skills are very rare and the rotation and cost of retaining this talent are very high, the training of these profiles in RPA courses, programming in new languages such as Python, certifications from some major manufacturers of Software, are increasingly necessary, allowing the support of many more areas of the company and increases the value of the service offered and therefore the value of the organization against the competition.

We live in a continuous time of change in which technology and digitization have transformed both our personal and professional lives. Regardless of their digital maturity, companies have had to evolve to adapt to the new needs of the environment and in that process, they have forgotten their greatest asset, people.

Digitization is not simply about investing in technological tools to apply them to the company's activity, but you need to create a suitable model for the process to be effective. The most important basis of that adaptation is talent. The objective of this type of training is to provide professionals with the necessary technological capabilities, since they are the ones who best know where the gaps of a process are, how they affect the Customer Journey... and where greatest benefits can be produced.