

Atento's CX Solutions support the 30% increase in eCommerce over the Holiday Season

New York, 22 December 2020. It is hardly surprising that this year has been a beneficial one for e-Commerce. With the health situation requiring many of us to stay indoors for extended periods of time, and the prospect of entering physical stores for our Holiday shopping proving to be less than desirable, the online route has offered a convenient alternative for consumers to traditional brick and mortar outlets. Not only this, but it has also contributed to [improving the social distancing measures](#) we are all being asked to adhere to as part of the new normal.

eCommerce has been accelerated and shifted beyond its previous bounds due to the pandemic giving a greater number of consumers access to a larger range of products and from more retailers at the click of a button, from the comfort and safety of their homes. In fact, a recent [global survey](#) carried out by McKinsey in 45 countries found that between 30% and 60% of consumers were planning to switch to eCommerce for their shopping needs over the Holiday Season.

The challenge for online retailers throughout the festive period, however, means ensuring their infrastructure is prepared and solid enough due to the changing environment. A large component of this is the ability to maintain great Customer Experience (CX). This requires knowing how consumers think.

Atento has observed over time that when it comes to sales, customers prefer using web apps, while for queries and other incidences, they would rather have direct access to a contact center. And somewhere between the two lie a whole host of social media options depending on the size and scope of the geographic market. The crux of the matter is that for companies to be successful in the CX realm, they will need to ensure a seamless and stress-free experience across the board.

On the one hand, good CX offers online retailers the option to differentiate themselves from their competitors, yet this means evolving their CX methods and communicating through new means, taking CX to disruptive dimensions using tools such as AI and chat bots.

Only companies with the experience and the agility to adapt quickly to this rapidly changing environment will be successful in their quest to satisfy customer demand. Atento is aiding its clients through this challenging time with a whole toolbox of integrated multichannel, automated back office and CX process consulting solutions, to optimize and provide more value to their customers' business. And in doing so those in the eCommerce business can boost incomes, reduce costs, increase brand loyalty, and capture a greater market share.

For those who succeed in their aim the statistics speak for themselves. One of Atento's U.S. clients, a Born Digital enterprise in the grocery business, grew over 300% in four months during the Covid-19 pandemic; added 300,000 shoppers and ramped up customer service agents from 3,500 to 16,000.

Pablo Sánchez, Atento's Global CMO, explains, "The pandemic meant that many of our e-Commerce clients had to scale-up their CX capabilities pretty much overnight as they witnessed exponential growth in the number of online users. This can be a pretty overwhelming task at the best of times but especially now and over the coming weeks during the Holiday season which is online retail's busiest time of the year. Thanks to our comprehensive range of CX solutions, here at Atento we are confident we can support our clients and help them achieve maximum results.'



About Atento

Atento is one of the five largest global providers for client relationship management and business process outsourcing services nearshoring for companies that carry out their activities in the United States. Since 1999, the company has developed its business model in 13 countries with a workforce of 150,000 employees. Atento has over 400 clients for which it provides a wide range of CRM/BPO services through multiple channels. Its clients are leading multinational companies in the technology, digital, telecommunications, finance, health, consumer and public administration sectors, amongst others. Atento trades under ATTO on the New York Stock Exchange. In 2019 Atento was recognized by Great Place to Work® as one of the 25 World's Best Multinational Workplaces and as one of the Best Places to Work in Latin America. For more information www.atento.com

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