Artificial Intelligence and virtual environments, main trends for 2021

- *According to Atento, the consolidation of remote work environments and the rise of disruptive technologies such as Artificial Intelligence will be some of the most outstanding CX trends for 2021*

Madrid, January 7 2020. During the last year, Covid-19 has led to many changes in all sectors. In some cases it has precipitated the processes and transformations that organizations have been planning for a long time, but it has also served to crystallize some trends within the sector. Based on these changes, Atento, one of the five largest global providers of customer relationship management and business process outsourcing (CRM / BPO) services and a leader in Latin America, reveals some trends for 2021 in the Customer Service industry.

Consolidation of remote work environments

One of the most extended practices over 2020 was the consolidation of remote work environments. This trend will continue to occur in 2021.

Remote working models offer innovative, agile, secure and scalable solutions that can be adapted to any need, while guaranteeing service to customers and improving satisfaction of employees, providing a first level UX. In the customer service area, 100% digital work environments will remain during 2021, which will require an integrated approach to all processes, including operations, such as filtering candidates, digital hiring and onboarding , programming and the forecast.

In this regard, Data Analytics and Artificial Intelligence will help define and select the best candidates that meet the requirements of organizations. According to the last survey carried out by Atento, before establishing a remote recruitment process, the company hired 50% of the candidates after a job interview. Now, thanks to the application of AI for the shortlisting and selection processes, the number of candidates that get hired after holding a virtual interview raised to 80%.

Application of disruptive technologies

Disruptive technologies such as Artificial Intelligence, Speech Analysis, NLP (Natural Language Processing), Machine Learning or virtual assistants will also continue to make their way in the business world. All of them will make available to users and customers an unprecedented self-service ecosystem, which allows many processes to be solved independently.

In addition to helping with day-to-day tasks, the effective use of AI will enable data-driven decisions, leading to smarter and more agile decisions that reduce delivery time and benefit both the business and the income.

From Atento they point out that the use of AI allows for a more humanized analysis of feelings and interactions with consumers, so it is expected to have more personalized journeys mapped and planned. "In general terms, consumers are increasingly demanding more personalized attention that can solve their doubts and anticipate their needs. Therefore, we are now in a unique moment for companies that offer these services to become a reference and model to follow "says Pablo Sánchez, Global Marketing Director.

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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