

60% of companies believe they will recover sales level during this year

- *Despite the general drop in sales, according to the latest survey carried out by Atento, 60% of companies worldwide consider that they will recover their pre-pandemic sales levels this year, while 34% consider that they will need more than 12 months*

Madrid, 14 January 2021- The current health crisis is having a strong impact on all businesses. Covid-19 affected even companies with the highest sales volume. However, according to the latest global survey carried out by Atento to more than 160 professionals from leading companies in their sectors, 60% of companies consider they will recover pre-pandemic sales levels this year.

In the case of the Telecom sector, optimism is greater, as 8 out of 10 companies consider that they will recover pre-Covid sales levels in a maximum of one year, which represents 78% of the total. In the Tech and Services sectors, half of those surveyed confirm that this recovery will come during 2021. Nonetheless, only 25% of those surveyed from the banking and insurance sectors believe they will be able to overcome the drop in sales during 2021.

The decline in sales has been mainly due to a slowdown in consumption. Among the main causes, 35% think that consumers chose not to consume their product, 29% consider that their service is no longer a necessity for consumers and only 8% think that there has been a leakage of customers to the competition. According to the survey, 75% of participants admit to having seen their sales affected, and 32% of them point out that they have been drastically affected.

“In times of uncertainty and crisis it is necessary to adapt quickly. To reactivate consumption and try to recover pre-covid sales levels, it is essential to transform the models and adapt the sales force to the present circumstances”, says Pablo Sánchez, Atento’s Global Marketing Director. In this context, and according to the survey carried out by Atento, 69% of companies are now redefining their sales strategy. To achieve this, 27% bet on adapting their offer to the new demands, 24% on promoting digital channels, 16% on reducing costs, and 13% on redesigning their product portfolio.

Home confinement, which was a consequence of the pandemic, evinced that a sales model based only on physical sales becomes a threat in situations like this. Therefore, strategically combining physical sales and remote sales -including those made through phone, chat, social networks, etc.- and prioritizing the best Customer Experience regardless of the channel, is presented as the best way to face the future of sales. According to Atento, 6 out of 10 respondents reveal their firm commitment to combining face-to-face models with remote sales. Regarding the channels for sales, 25% still prefer face-to-face services, compared to 22% who prioritize the telephone and 18% social networks, which highlights the increasing need to integrate channels.



Personalization and digital channels to boost sales

Technology has been democratized in recent years, and wide variety of services that exist allows any organization to have its needs met, regardless of its size or sector. Although these tools are already available to any organization, the challenge now is to define their business needs and choose the best solution. According to this study, nearly half of the companies that participated in the survey are currently developing Analytics tools to drive sales, specifically 48% of them. Along the same lines, those surveyed consider that adopting a multichannel strategy and personalizing offers are key to boost sales. Training the sales teams and investing in customer retention and loyalty strategies are other aspects considered very relevant to recover sales.

Another booming trend is the search for allies to optimize channels and sales volume. 27% of those surveyed rely on partners for operations projects, 21% for digital marketing actions, 20% look for technological partners, and 17% bet on partners to define their business model.

“Counting on a partner or putting in place Operations outsourcing processes is a great advantage for many companies. In this regard, it is essential for this strategic partner to have the ability to previously analyze, successfully implement and, finally, accompany the company in this operation to ensure that the initial commitments are fulfilled,” adds Pablo Sánchez.

In times of crisis, new opportunities always arise, and despite the negative records that show how the decrease in sales is a reality in almost all industries, the truth is that new sectors are now emerging, mainly within the digital sector. Just a few weeks ago, Atento noted an increase of 190% in Born Digital clients and 245% in technological clients, in comparison to the previous year, which is a clear example of what 2021 will bring in terms of trends.

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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