



Whitepaper

Atento@Home:

The secure cloud-native
customer experience solution
connected everywhere.

Index

01 The New Reality: Remote Work

Customer's needs
New habits

04 Atento@Home

Our three pillars
Advanced Security
Integrated Operations
Participation

09 Atento@Home delivers value to your business

Agents
Operation

13 Business Continuity: Transformation with Atento@Home



Companies' resilience or adaptability was challenged in 2020 due to the COVID-19 pandemic. The transition was hard for organizations that were not prepared to meet the new market demands: moving operations to remote while ensuring the best customer experience was delivered.

In this so-called new reality, where **telework** was a reality for more than **43% of the world's population**, according to the Global Workplace Analytics organization, Atento@Home responded to this challenge by delivering a secure structure to hire customer experience agents, 100% remotely, from start to finish and ready to connect everywhere.

In this document, you will learn how Atento@Home brings value to your business and boosts your results, by delivering the best Customer **Experience with agents who provide omnichannel care safely and remotely.**



The New Reality: Remote Work

COVID-19 health crisis transformed the CX dynamics and pushed for companies' digital transformation across all sectors, opening the door to a new reality, which is under the concept of **Low Touch Economy umbrella**.

According to the **Board of Innovation** (concept's creator), the low-contact economy is based on the new habits surge, depicted by a reduced physical interaction between end consumers and products and services. This new dynamic leads companies to rethink and transform the way they offer and relate.

When facing this new reality, ensuring the best CX, through specialized management services, while also being flexible, agile, and secure, that enable companies to **respond to new requirements and consumer needs** remotely is critical.

With that in mind, Atento expands its added value to those varied business scenarios that require a better CX, geographic flexibility, rapid workspace expansion, attending peak volumes, or handling seasonal services, allowing agents to work from home safely —complying with security information standards, supervised by team management—all while maintaining operations continuity.

Customer's needs

We want your business to improve its customer experience by being proactive to serve new market needs. We do it by providing remote teams under the highest security standards and control, which maximizes your CX performance and brings scalability to your operation anywhere and under any circumstances. In summary, we give value to your business when facing current and future challenges.

In a very short period of time, COVID-19 triggered the following changes:

- + Remote work: it accelerated telecommute adoption and this trend is expected to continue.
- That is why having an experienced partner, who offers CX via omnichannel safely and remotely, gives you the tools to adapt to the new environment.
- + It placed CX at the center of the strategy: in this new dynamic users reward the most human interactions via virtual channels.
- + Customization is essential to differentiate yourself from the competition and agility, to give what the customer needs, is a successful move.

In 2021, it is expected between **25%** and **30%** of the total workforce will **work from home** several days a week.

*Source: Global Workplace Analytics

More than **56%** want a more human experience in digital environments.

*Source: Deloitte.

82% of customers are more willing to do business with brands that respond quickly to their needs.

*Source: Deloitte.

New habits

Social distance measures, to reduce the COVID-19 curve, have positioned digital interactions as the option to meet new customer needs—less contact and better health protection. Besides, these behaviors bring an opportunity to generate a more creative service offering, while strengthening the connection with customers.



An example is e-commerce, whose demand surprisingly grew. In two weeks, during the contagions peak, it reached **25%** growth, surpassing its annual growth rate of **14%**, according to a global report by McKinsey. Facing these scenarios, where customers must respond quickly to:

- + Serve high volume spikes with specialized talent.
- + Improve the CX quality.
- + Provide an omnichannel experience.
- + Customize offers.

Plus, achieving it in time-record and without disrupting the client's operations.

Atento@Home allows you to respond to these new business needs safely and guaranteeing the best CX in an agile, scalable, and secure way through more than 149,000 agents worldwide, either working remotely, hybrid, or at sites.





Atento@Home

It is a secure, cloud-native solution that expands our added value to various business scenarios, when geographic flexibility, rapid acceleration, access to specialized talent, overtime support, and/or business continuity plans are needed when facing pandemics, natural disasters, or changes in legislation.

It is important to mention that **Atento@Home** combines technological infrastructure and management tools to safely transfer agents from sites to work from home while guaranteeing an extraordinary experience, both for our clients, as well as for our agents.

A key differentiator of our remote CX model is that our recruiting process is 100% digital, including selection, interviewing, hiring, training, and deployment.

Currently, we have a large group of consolidated services to meet the business needs of any company that requires a remote operation, including:

- + Customer service..
- + Sales.
- + Back-office.
- + Technical support and collections.

The three pillars

The **Atento@Home** model has its E2E foundation on the expansion of its Customer Experience (CX) services for teleworking, enabling reliable operations, and improving customer satisfaction through the following pillars:

Advanced Security

It is a key factor. When working remotely, we need to guarantee data security, privacy, and data protection, which are complex subjects. Not following operating security protocols could be catastrophic.

Therefore, at **Atento@Home** we focus on safeguarding your information, without complicating how our agents work, quite opposite, our cloud-native solution maximizes scalability, performance, and security, regardless of where our agents are.

+ 4,000 cyberattacks worldwide
+400% growth in attacks during COVID-19.

*Source: FBI

Atento@Home offers:

- + Secure end-to-end connectivity.
- + High-quality omnichannel experience.
- + Real-time screen surveillance and facial recognition for quality and safety monitoring.
- + Multi-factor authentication (provides a more robust security system by verifying identity through dual-factors, including biometrics, such as fingerprint or retina).
- + Other unauthorized access blocking controls, such as simultaneous logins, crash after downtime, copy and paste buttons deactivation, or peripherals connection blocking, such as USB, among others.



Our level of security goes further. **Atento@Home** also executes a comprehensive data management process. By doing so, we protect our customers' information against threats, unauthorized access, or possible fraud. We achieve the highest levels of safety thanks to the implementation of the following measures:



Threat protection

Attack Surface Reduction focuses on reducing vulnerabilities in applications by applying 'smart' rules that help stop malware (malicious content).

- + Emulation and pre-run scripts.
- + Monitoring of memory and behavioral anomalies.
- + Machine learning and artificial intelligence (AI)-based protection against viruses and malware.
- + Cloud protection to answer faster to new or unknown web threats and file attacks.
- + Protection, monitoring, analysis, and reporting of emergency outbreaks.



Data encryption

- + Automatic encryption on compatible devices.
- + Advanced encryption settings.
- + Removable storage protection (USB, for example).
- + Centralized BitLocker application and management.
- + Always On VPN (Virtual Private Network) device direct access and tuner.



Data loss prevention

- + Split of personal and business data.
- + Access control for applications.
- + Copy and paste protection.
- + Integration with Microsoft Information Protection.
- + Attack surfaces reduction by minimizing places where your organization is vulnerable to cyberthreat and attacks.
- + Resources to configure the protection of your company's devices and apps.

In the new reality, one of the customers' pains when migrating to a remote operation model is security. Therefore, this subject is one of the pillars of **Atento@Home**: **so we offer a uniform experience when replicating home office with the same security conditions we offer on-site.**

Integrated Operations

The COVID-19 crisis led to a record level of interaction and spikes in new consultations beyond those related to the pandemic, such as payment plans, travel cancellations, medical consultations, requests for financial support, among others. The **Atento@Home** model offers companies across all sectors better responsiveness and adaptability to different types of service requests, guaranteeing the best Customer Experience.

Atento@Home offers:

- + Fully integrated infrastructure control, which enables robust hybrid offerings (Remote [Work-at-Home] + On-Site), completely remote, and business continuity.
- + Agile deployment model that allows you to start operations in less than two months with thousands of agents.
- + Management centralizes, a one-stop point of contact for your service and team management in all regions.
- + Flexible deployment capability to hire and move agents based on their skills, without geographical limitations.
- + Shifts increase and reduction, as needed.

At this point, **Atento@Home's** native cloud technology is a critical piece for agents to safely access all information when working from home.

Let us remember that during uncertain times, it is necessary to react quickly, especially when we need to reactivate sales or recover to pre-sales level before the pandemic.

75% of companies reported a sales decline, 69% of them will redefine their business strategy to turn that consumer slowdown around, prioritizing a sales via omnichannel service.

Leading customer experience companies have a **16%** business advantage over those that do not.

*Source: Temkin Group.

Participation

The remote work will transcend the confinement stage, and the habits created during this pandemic will remain. Therefore, The **Atento@Home** makes sense for organizations that want to master customer experience performance and scale operation anywhere. Being prepared for the new reality will be imperative and this pillar involves:

- + AI-based E2E intelligent digital selection and training processes to accelerate expansion or growth with high quality.
- + Increase agents' productivity and engagement through gamification programs (learning technique that uses games), online training, collaboration, and professional development.
- + Ability to operate across the continent in the United States, America, and EMEA, providing access to new talent groups at optimal costs.
- + Gamification platform and collaboration with live classes and training.
- + Social inclusion and diversity policies that offer equal opportunities to our current and future employees.

Providing the best customer experience is part of **Atento@Home's DNA**, and for this, we improve management through an online engagement platform that provides regular product updates and operational procedures, within an agile and efficient ecosystem.



Atento@Home gives value to your business

Health contingency tested companies' business and operation models, but it has also been a catalyst for innovation. By combining a technological infrastructure and management tools to transfer agents from onsite operations to safely working from home and guaranteeing an extraordinary experience, both for our customers, and our collaborators, we become the ideal alternative during a crisis, such as the current one, as well as for future unpredicted events. Our real-time monitoring tools and our cases' methodology follow-up help your business reaching new horizons and give much more value.

Another important factor, when facing this new reality, is that focusing all efforts via a single contact channel is not strategic at this time when the consumer is demanding an omnichannel, agile, and transparent CX.

The **Atento@Home** responds to these new CX market needs that demand agile, scalable, flexible, and reliable operations. Having a 100% digital recruiting process is strategic to meet these business needs.

It is also worth mentioning that we facilitate, not only voice support, but we enable the rest of the digital channels and automation of the operation through Bots.



We plan and deliver our technical integration project on the best cloud-native infrastructure to ensure a fast and seamless deployment.

Each of these actions is aimed at giving the greatest value to your company, prioritizing satisfaction levels.

In this new scenario, **almost 80% of companies change the communication channels they were using after the pandemic:**

31% in consultations and incidents.

28% in sales service.

To ensure that our customers will receive a transparent, remote service, with greater productivity, while keeping business continuity, let's explore the **Atento@home** components:

The agent

We have a recruitment and selection process, driven by AI, that guarantees we select the best talent, and that he/she is a good fit for the brand. Plus, with no geographical limitations and in record time.

The HR recruitment process is 100% digital and enabled through Artificial Intelligence technology and social media. Virtually, the candidate applies, sends documentation, goes through interviews, and onboarding.

Once we have chosen our agents, we go one step further and ensure that they have access to reliable internet, furniture, and hardware that meet our ergonomic standards and allow us to guarantee high levels of performance and quality of life for them. This allows us to offer you the best CX model for your business.

The next step is the **operational deployment**. We make sure they receive the best training to both do their job and learn best practices when working from home.

During this stage, all tools are delivered for working remotely: workstation, webcam, headphones, softphone, communication, and collaboration tools. To make sure everything is working as expected, they are also helped with equipment installation and configuration, testing until the start-up is working as expected.



Atento migrated more than 60,000 agents within 45 days at the start of the pandemic, demonstrating our ability to deploy and manage large-scale remote agents.

A key aspect for our agents is training. That is why we offer them an online platform that provides regular product updates and operating procedures in an agile and efficient manner through the following tools:

- 1) **E-learning and Feed.** Unlike other remote learning systems, our agents interact with online content and can ask questions.
- 2) **Wiki.** Centralized platform for sharing processes and products through an extensive library of document files, video lessons, and indexed search.
- 3) **Gamification and Simulator.** Through a playful learning technique and a customized solution of certificates and awards, we raise the commitment of our agents, managing to maximize the CX in each interaction.
- 4) **Panels.** Displays agent performance indicators, results are imported from other tools. This activity allows teams to measure and analyze their results.
- 5) **Online manuals.** We have manuals for both agents and leaders working from home, that include Best Practices.

Operation

We offer you a cost-effective alternative to a traditional CX management model with the same skill set. How do we do that? Through advanced technology tools and complete internal processes. We help our employees work with confidence from their homes.



Similarly, **Atento@Home** improves your data management by integrating a **Business Intelligence (BI) tool**. Simultaneously, that data allows us to create more agile workflows and improve productivity, improve talent retention rates, and cultivate our agents' skills, delivering to your business the best customer experience.

In a virtual environment, having robust operational processes is more critical than in an on-site (physical) environment, and each of them must be orchestrated together, particularly in hybrid operation models.



Business Continuity: Transformation with Atento@Home

When facing a health emergency, **Atento@Home** enabled our customers to meet the most varied business needs:

In the telco sector, whose operations are essential and strategic for individuals and businesses, the pandemic represented a major challenge. Within a few months, services demand to support the new interaction dynamic without physical contact: virtual learning, teleworking, telemedicine and more represented an increase in data traffic – and tested – first – the network capacity to ensure the communication and connectivity operations and, second, to manage greater demand for services by consumers.

Faced with this new reality and market demand levels, one of the largest telecommunications companies had the challenge of covering a demand volume spike through digital channels, which **grew by 38%**.

At the same time, it had to keep its end-customer service operation at the same level across all channels. Thanks to **Atento@Home**, they did it.

Due to social isolation, data traffic demand grew **30%** on fixed networks and **10%** on mobile networks globally.

*Source: IDC

Besides, **Atento@Home** allowed this telco to cover that rise in customer service demand through digital channels while moving 700 agents to work from homes in just two weeks.

Our solution, **Atento@Home**, is a key value for organizations across different sectors because it is:

- + A rapidly expanding and growing alternative, ensuring the best customer experience, business continuity, and rapidly scaling when interaction volumes change dramatically on an unplanned or crisis-driven basis, such as the current one.
- + An opportunity to increase productivity, thanks to real-time monitoring and follow-up monitoring, and commute elimination.
- + A new way to break boundaries, as it provides the ability to establish operations in cities, regions, or even countries, where your business has no physical infrastructure.

Contact us by visiting our [website](#), where one of our specialists will reach you to show you how **Atento@Home** could bring value to your CX. [Click here!](#)



ATENTO

*Better experiences.
Higher value*

 atento

 Atento

 atento.com/en

 **Leading**
Next Generation CX 