

Atento@Home

Guarantees Customer Experience in an agile and reliable way

Who we are

At Atento, we specialize in **Customer Experience (CX)** and Externalization of **Business Processes (BPO)**.

Located in **14** countries

+ 400 customers in different sectors

96 Contact Centres

+ 149,000 employees

Atento globally

Landscape:

Recently, we underwent a dramatic change in the way we collaborate. In the wake of the COVID-19 health crisis and social distancing measures, companies are challenged to **continue their operations**, while meeting the expectations of more customized, omnichannel, agile, and **efficient interactions** for CX and management processes.

During these pandemic times, sales decline was **steep across all industries**

A fall **75%**

The current crisis redefined work models and the Go to Market strategies to reach out to customers. To meet these new landscape's needs, at Atento we designed an integrated offer that involves agents working remotely, while allowing our clients to keep operating with no interruptions, transparently and safely. Our solution **Atento@Home** raises the bar for commitment and productivity, providing a superior tailor-made customer experience to meet current demands.

What is Atento@Home?

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

Atento@home is designed to deliver the highest standards in safety and control, fulfilling the new reality challenges, while maximizing CX and productivity for our customer's operations.

Focus on CX is a winning strategy during challenging times.

3X profitability for CX leaders*

*Source: McKinsey

Atento@Home pillars

Advanced Security

- Cloud NativeSolution:** Flexible, Scalable, Secure, and High Performance.
- Secure end-to-end connectivity.
- High-quality omnichannel experience.
- Real-time screen surveillance and facial recognition for quality monitoring and keep data safe.
- Multi-factor authentication** (Two-step identity verification, password, and biometric data such as scanning fingerprints).
- Blocking unauthorized access.

Integrated Operations

- Fully control of the integrated operation.
- Agile onboarding model:** Enables thousands of agents in less than two weeks.
- One-stop shop:** a single point of contact to manage your services and equipment in all regions.
- Flexible agent deployment,** to move and hire agents based on their skills, with no geographical limitations.
- Agents' time shifts, based on workflow peaks.

Participation

- E2E (End-to-end)** digital recruiting and training process, using Artificial Intelligence, accelerating quality growth, or expansion.
- Productivity increase** and engagement through gamification programs (learning using games), online training and collaboration and, supported by personalized professional development.
- Operating capacity in the USA, Latin America, and EMEA.
- Gamification solutions and collaboration with live training.
- Diversity and inclusion policy that offers equal opportunities to our current and future employees.

Why Atento@home?

At Atento we migrate some of our operations remotely at various locations and thus guarantee the continuity of our services for end consumers.

Colombia
+3,900 agents

Brazil
+30,000 agents

Spain
+4,500 agents

Mexico
+4,500 agents

We support the Telco, Insurance, Banking, Health, Food/Logistics, Retail, Consumer, and Entertainment sectors.

Evolve your CX with Atento@Home!

Sales, Customer Service, Consumer Service, Technical Support, and more

One of the examples of the most relevant transformation comes from the **pharmaceutical sector**.

In 2020 Q1
The **COVID-19** pandemic affected the **600 largest laboratories globally**.

They **lost \$452 million** in the stock exchange market.

20 large merger and acquisition agreements were place on hold. One of them with a **\$58M value**.

Source: Evaluate Pharma

Challenges

- Keep prescriptions** delivered to patients while being under quarantine.
- Improve requests management and CX** to more than 40k business accounts and 30k patients.
- They **had strong security and control protocols**.

Atento@Home support

- Reduced order management and delivery time to just **one hour**.
- Migrated 50% of agents to work from home** in less than two weeks: breaking records.
- Guaranteed operation continuity.
- Raised customer service levels.
- Established **security protocols** to ensure information security.
- A new webchat platform was created, providing greater options for CX.

The **Atento@Home** model enables agile deployment of solutions, through a robust native and secure cloud infrastructure, which also ensures uninterrupted access from E2E while recruiting, monitoring, and supervising agents at your service.