

Social Media to consolidate as the preferred channels for interaction with customers

- Spain has registered a 141% growth in adoption of digital channels, Mexico 10%, and South America up to 45%.
- WhatsApp, Facebook and Telegram are the most popular apps in Atento's operations globally.

Madrid, 30 June 2021.- Atento - a leading global company specialized in Customer Experience (CX) and Process Outsourcing (BPO) in Latin America - has carried out an analysis of the growth of digital channels in interaction with customers, on occasion of World Social Media Day. According to the company, Facebook and instant messaging apps such as WhatsApp and Telegram have become the preferred channels for companies and end customers to interact.

WhatsApp has gained strength as one of the most popular channels. In Mexico, there has been a 50% increase in the number of interactions managed, while in Spain a use case already averages 50,000 interactions per month after 6 months of its implementation. In Colombia, the app has registered a growth of 108% in the last 12 months, reaching more than 350,000 monthly interactions.

These apps have become the favorites of users due to their 24-hours a day availability, together with the possibility of enabling chatbots, which are based on Artificial Intelligence, and can handle simple requests automatically, with response times of between 2 and 3 seconds on average. This helps make management easier for agents, who can get involved in several conversations at the same time, thanks to tools that allow to centralize active chats on the same platform.

“The growth trend of digital channels, or social media, is not an isolated case. Through our analysis we were able to verify that the phenomenon is global. These platforms have established themselves as the favorite ones of end customers thanks to their convenience and ease of interaction, which helps companies achieve greater operational efficiency. It is interesting to see how these solutions can be easily adapted to the needs of any sector, operation or country”, said Berenice Tovar, Commercial Director of Atento Mexico.

The growth of the implementation of social media in CX operations is on the rise, increasing by 10% from 2019 to 2020 in Mexico. In Spain its adoption has increased 141% in the last year; and in South America between 4.5%, in the case of Chile, and 49% in the case of Colombia.

Main differences across continents

According to Atento, in Europe, the most popular digital channels are Facebook, WhatsApp, Webchat and Telegram, with an average of almost 176,000 monthly interactions. Meanwhile, in South America, the most requested platforms are Webchat, WhatsApp, Facebook, Twitter and Instagram, with around 869,000 cases attended per month.



In the specific case of Facebook, Atento's analysis indicates that its implementation has improved community listening, mainly in sectors such as Banking, Insurance, Automotive, retail companies and airlines.

Furthermore, Facebook is the most popular digital channel in countries such as Guatemala, El Salvador, and Puerto Rico. The Telecommunications and Banking sectors are also the most active ones on this platform.

In Europe, Facebook has performed better in the telecommunications sector, increasing up to 10,000 monthly interactions in the last year. Likewise, the requests that are managed in Colombia through this social network belong mainly to the Telecommunications sector, where an average of 96,000 requests have been registered each month. In Chile, banking and insurance companies are the ones that most implement FB as a CX channel.

Growth of Instagram and Telegram

Instagram has positioned itself among the most requested digital channels —only behind Facebook— in countries such as Puerto Rico and Guatemala. This social network is preferred by the Automotive, Delivery and Retail sectors in El Salvador and Guatemala, while in Puerto Rico Telecommunications and Banking companies are the ones that most use it.

In addition to the growth in the implementation of social media for interaction with customers, Telegram has also emerged as a new option. Among its features, Atento's analysis highlights channel customization, the ability to send files up to 2GB, and cybersecurity prioritization.

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 14 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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