

FlexibleCX

An innovative CX solution,
no matter your operation's size.

Innovation is in our DNA, which is why we are introducing "FlexibleCX", a cloud-based flexible, agile and scalable CX solution created for start-ups and fast-growing companies. Because when flexibility and fast, scalable acceleration is what are needed to grow your business, connecting with your customers in a standardized way is no longer enough. That's why you need the expertise from the big players at

your service. "FlexibleCX" is the agile, flexible, and secure solution towards a seamless and comprehensive customer experience with Atento. Find out how we address the unique challenges that customer service presents for startups. And the fact is we have a deep understanding of the entire customer journey because we are constantly learning from the end consumers.

KEY BENEFITS



Centralizes and optimizes operating costs



Provides access to high and advanced industry oriented quality standard services, including technology, infrastructure, human resources, management models and security



Drives CX transformation and process digitalization



Flexible conditions if a contract is terminated sooner than expected



Ability for short-term and medium-term growth and continuity



Frees up resources, enabling companies to focus on their core business



Industry's best Practices applied to 80% of the transformation required

When you need flexibility, fast acceleration, and access to specialized talent to meet your customers' needs, FlexibleCX is the answer.

Find out how we can help your business

We combine omnichannel services with our extensive know-how, creating unique customer experiences to better **serve, understand, look after and assist your customers.** A simple, flexible and scalable solution for fast-growing companies.

Serve

All our know-how and experience feeds into **our new FlexibleCX solution** to provide a comprehensive service that's simple, agile and secure when you want to transmit general information about your products and services to your customers. With an omnichannel experience, you will easily be able to communicate with your customers in the way they prefer, using a single integrated platform to provide CX.

- Comments and/or suggestions
- Answering questions
- Front desk service
- Customer service (level 1)
- Complaints management
- Complaint line



Assist

From contact to booking reservations or appointments to placing customer orders, we manage support and interact with your customers via a single comprehensive **Voice Inbound - Outbound - Blended - Omnichannel Platform**, automating the most common requests, and incorporating agents in cases where a request requires a higher degree of interaction.

- Reservations
- Appointments
- Taking orders



Look after

Whether it's via traditional voice channels or within the digital environment, **the experience that your customer has is decisive in terms of gaining their loyalty.** With FlexibleCX, we design post-sales processes to build loyalty.

- Welcome to your business
- Delivery confirmations
- Payment reminders



Understand

The success of your CX strategy lies in understanding your customers, and with Atento's FlexibleCX solution you can focus your efforts to get to know them better by collecting data and information.

- Customer Satisfaction Surveys
- General surveys
- Database Update



Scalable technical support to drive businesses of any size

Flexible, agile infrastructure

- Workstations equipped with PC, telephone and headset
- Antivirus
- Internet connection
- Voice technology
- Knowledge management tools



How do we do it?

Flexible, scalable technology

- Voice Platform (Inbound/Outbound/Blended)
- Omnichannel platform
- IVR Prompt with up to 5 overflow options
- Standard classification tree
- Integration of access to client applications via WEB
- Fully-equipped workstation
- DID call overflow
- Recording and storage

Startup Operations Model

- **Station with 1 executive:**
 - Service Window: Monday – Saturday 10:00 am to 6:00 pm.
 - Based on the Performance Manager model
 - WFM process
- **Station with 2 Executives:**
 - Service Window: Monday – Saturday 9:00 am to 9:00 pm.

Talent Solutions and Agile Training

- Profile selection for Telephone & Digital Customer Service
- Initial training of up to 5 days
- Monthly evaluation of the operation

Quality

- 4 checks per agent per month
- Monthly work plans
- Monthly calibrations

Inbound & Outbound Reports

In real time, with access to the entire history and detailed information from all customer service channels to measure and optimize customer experience.

Additional services to help your business grow at higher speed

- BOTS FAQ
- Certified WhatsApp and/or Telegram
- SMS
- Additional Channel / Profile (Free Market, Mail, Instagram (visible), YouTube, Twitter, LinkedIn, Facebook, Web Form or Chat)



About Atento

Atento is the largest provider of customer relationship management and business process outsourcing (CRM/BPO) services in Latin America, and among the top five providers globally, based on revenues. Atento is also a leading provider of nearshoring CRM/BPO services to companies that carry out their activities in the United States. Since 1999, the company has developed its business model in 14 countries where it employs 150,000 people. Atento has over 400 clients to whom it offers a wide range of CRM/BPO services through multiple channels.

More info: www.atento.com