



# Rocket Sales

Double your sales with Rocket Sales from Atento

ATENTO

WHITE PAPER



## CONTENTS

- + **Double** your sales
- + **How** do we do it?
- + **Health insurance** with Rocket Sales
- + **Analytical** Models
- + **Rethinking** strategy and business models
- + **Innovation and speed** that customers need

## + Double your sales with Rocket Sales from Atento

BPOs can offer more than customer experience. Nowadays, they can combine digital and traditional sales channels with the power of Data Science to increase sales.

Atento has developed a **modular end-to-end digital sales solution that goes across the complete customer journey and can double your conversion rates**. We focus on digital marketing and lead generation support, including database enrichment and prospect pipeline functions.

## + How do we do it?

### High-Value Products

Reach your goals when we support selling your most valuable products and services



### Sales Champions

Live agents deliver the highest conversion

We have a team of overachievers



### Digital Efficiency & Analytics

A full digital model that:



Maximizes lead generation



Cleans & enrich database



Uses data-science to direct customers to their preferred channel



Predicts the best time to call and the best offer

### Omnichannel Solution

An integrated Omnichannel solution across different touchpoints. The right interaction and channel are key to reach new customers and establish new segments



## + Health insurance with Rocket Sales



### Ana Martin

- 35 years old, married with twins - French teacher
- Upper middle class
- Moving to a big city

Ana and Dani have twins and they are **concerned about their current medical plan**. Dani has been promoted and they will have to move from a suburb, where coverage is excellent, to a large metropolitan area. Ana is worried because she has not found a good health plan.

1

### Digital Marketing Campaign

Ana starts to browse, searching for the **ideal medical plan** for her family's needs. During the search, traditional medical insurance providers collect her data. Later, a banner draws her attention when she scrolls through her **social media**—looking for a premium health plan for you and your family? Get to know **ATO-Salud**. Ana immediately clicks on it and sees a complete summary of the plan's coverage with general terms and its focus on the metropolitan area. She fills out a contact form.



2

### The sales process

Ana's search generated a lead that migrated to the **ATO-Health Sales Contact Center**. 5 minutes after filling out the form, Carlos, ATO-Health's top sales guy, contacted her. During the conversation between the two, ATO-Salud's interaction **quality analysis system captures variations in Ana's tone of voice**. It guides Carlos through more than 500K contracts to find the most flexible plan regarding price, conditions and terms.



3

### Service sales and customer

Throughout the conversation, Carlos ends up switching on his **video** so that Ana can feel she is getting a better service. Although it is not cheap, she buys the 1-year plan knowing it is the most suitable for her needs. Fifteen days later, the twins celebrated their birthday, and Carlos sent them an ATO-Salud **educational e-game** with preventive actions against Covid-19. The kids like the video and they become part of the process, thus reinforcing Ana's decision.



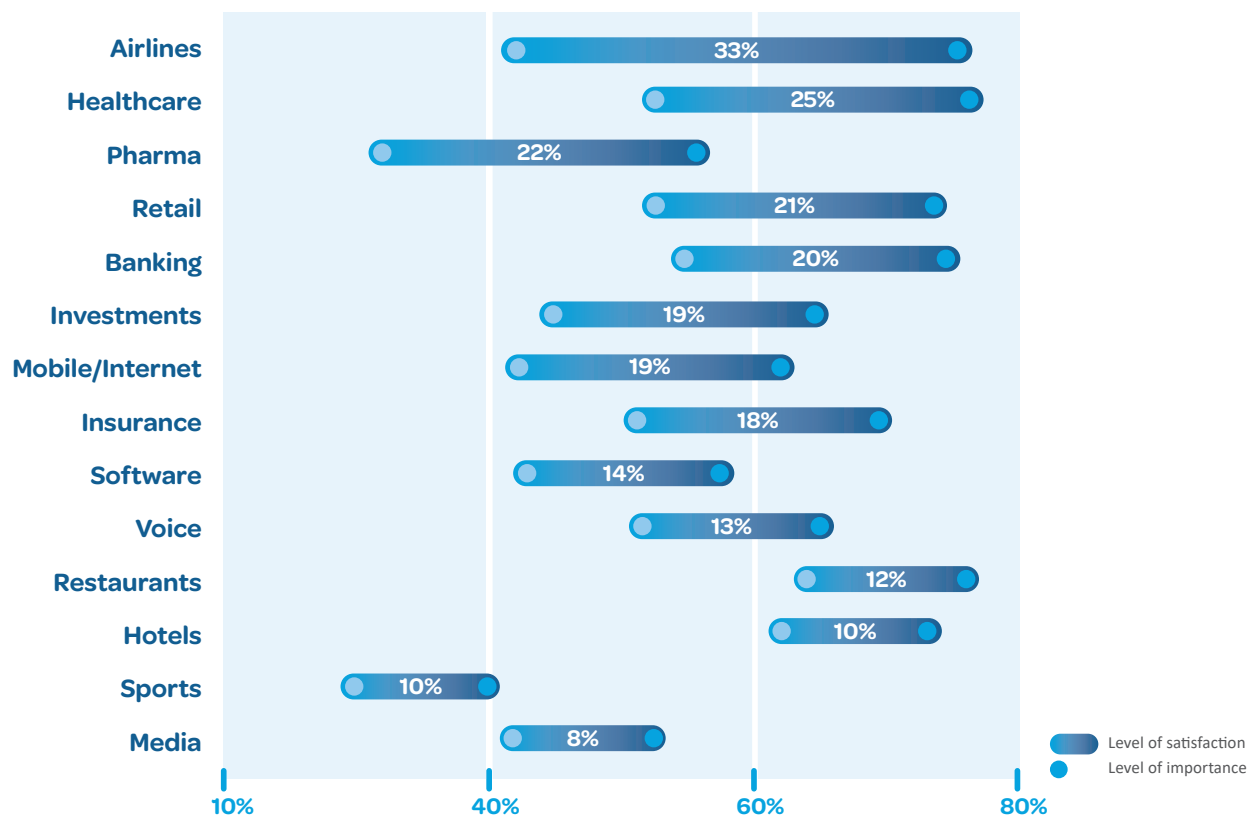
## + Analytical Models

From established corporations to start-ups, they can develop **solutions based on analytical models** that improve the offer model or the ideal time to contact their customers through their preferred channels.

## + Use and benefit of data collected

There begs the question: **how can I use data and technology to understand current and future patients better and improve their experience for better business outcomes?**

The most important considerations for customers are **price and quality**. However, if you think about the interactions, **having positive experiences** with companies directly influences purchasing decisions in almost every sector, especially healthcare, banking, restaurants and hotels.





## + Rethinking strategy and business models to adapt to renewed customer priorities and expectations

At Atento, we know that customers expect companies to communicate with them through an ever-increasing number of contact channels.

And we also have the experience in **offering flexible, results-based business models** that allow us to start small and then continue to scale quickly, as needed, without losing the quality and robustness that customer experience processes require.

We are committed to delivering powerful experiences to **help drive sales**. We combine lead **generation with predictive modeling**, new generation technology, and tools with the human touch.

We understand customers' behaviors, optimize through machine learning, and anticipate preferred channels and the best time to contact them.

A wide range of optimized channels offers a personalized experience that leads to better business results.

+ **“66.4% of companies do not have a unified cross-channel contact management strategy”**

Source:  
NTT, 2020 Global Customer Experience Benchmarking Report



+ **Atento is a reliable partner** that provides the innovation and speed customers need



To **learn more** about how you can also double your conversion rates reach us at [contacto@atento.com](mailto:contacto@atento.com)





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