

# CX at the level of big companies now available for start-ups



Article by Frost & Sullivan

*Empowering customers toward a growth-based future*

## TABLE OF CONTENTS

Start-ups and the new economy .....	3
Customer experience: the main competitive advantage .....	4
Agile, remote and digital: the new consumer journey.....	5
Customer experience on par with the major players with Atento FlexibleCX.....	6
The final word .....	7
About Atento.....	7
Footnotes .....	8

## Start-ups and the new economy

The growing importance of start-ups for economic growth and innovation in the world is undoubtedly one of the most studied recent economic phenomena<sup>1</sup>. But what is often overlooked is the close relationship between delivering an optimal customer experience and business success for these types of companies. In other words, in the hyper-competitive world of start-ups, where collapse is at the mercy of numerous users tapping the “uninstall” button on their smartphones, customer loyalty comes to the forefront and the only way to retain it is to make their relationship with the brand pleasant, simple, memorable and consistent across different contact channels.

Unfortunately, 7 out of 10 start-ups don't have a formal customer service strategy<sup>2</sup>. That's why they need a business partner who can guide them and ensure a CX that meets the expectations of their demanding customers. And the sooner they do it, the better. Research shows that companies that invest in CX at an early stage are also those that experience higher growth rates<sup>3</sup>.

On the other hand, it has also become important for CX service providers to build a customer base with explosive potential for future growth, regardless of the sector of the economy in which they are: banking, healthcare, entertainment, transportation, etc. Studies by Frost & Sullivan indicate that demand from born-digital companies will experience growth three times higher than that of traditional companies, in the 2020-2027 period in the outsourced CX services segment, accounting for 27.8% of the market by 2027.<sup>4</sup>

**7 out of 10  
start-ups  
don't have a  
formal  
customer  
service  
strategy.**

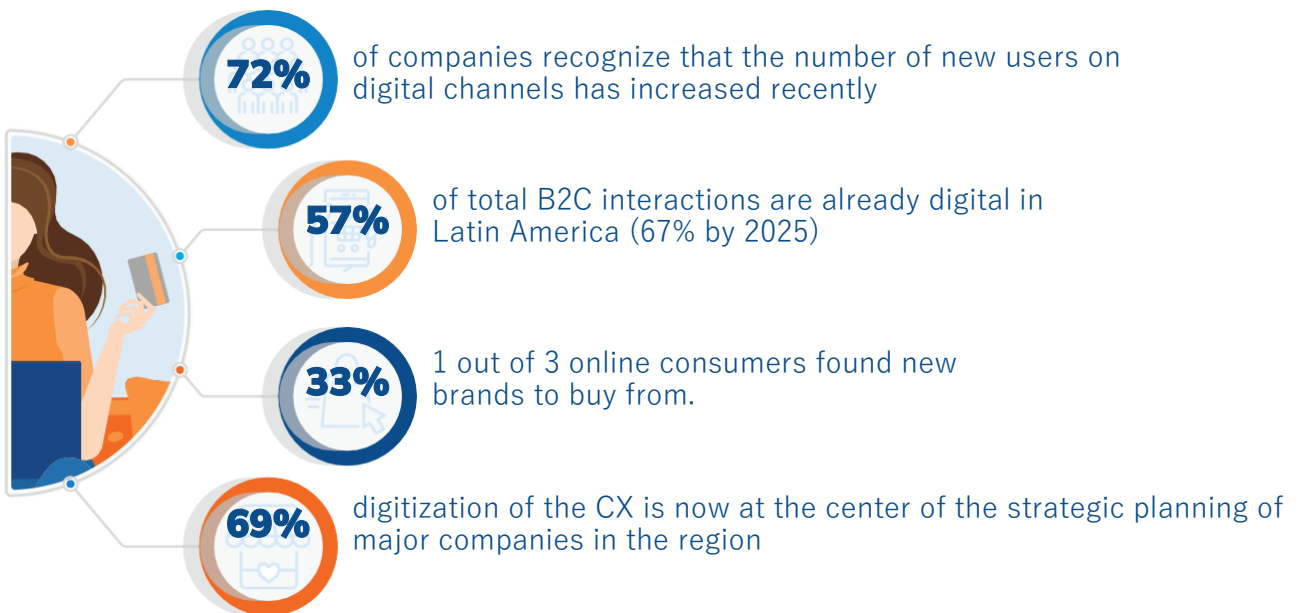


## Customer experience: the main competitive advantage

For years, Customer Experience (CX) has been recognized as one of the main competitive differentiators, no matter what sector of the economy we are talking about. The ongoing pandemic has only accentuated this preference. In fact, according to a global survey of business decision makers conducted by Frost & Sullivan, “improving CX” appears as the number one business objective in 2022. This is something that these same leaders had already stated in 2020 and 2021.

CX is becoming increasingly relevant while consumer demand is increasing considerably. This is because users today are not the same as they were before the pandemic. As the world changed around them, customers changed with it. Consumers have adopted new habits, and the vast majority plan to maintain them. They are now more impatient and anxious. They want non-contact experiences and are more thoughtful and selective in their decision making, giving preference to brands they trust. Today’s customers look at the world through a digital lens.

### Consumers with Renewed Demands and Higher Expectations



Source: Adobe “2022 Digital Trends”; Twilio “State of Customer Engagement Report”; Frost & Sullivan

On the other hand, 61% of the users affirmed that the pandemic increased their customer service expectations and 76% confess that they expect an immediate response when they contact a company. The struggle for customer loyalty has increased, reinforcing the relevance of the role of CX in securing it. Without a doubt, developing and nurturing strong and meaningful customer relationships has never been more important. And yet, organizations must do even better: nearly 1 in 2 customers have been frustrated after experiencing inconsistencies in their digital interactions with brands.

## Agile, remote and digital: the new consumer journey

At the same time, we have witnessed an unprecedented increase in remote interactions with brands. This is because as face-to-face engagement became more difficult, customers turned to contact centers to engage with companies. And a good part of those remote interactions were channeled through digital media and are here to stay. In fact, it has become clear that consumers who had previously resisted using digital channels (or didn't even know they were available) had to adapt quickly. Over the past two years they have acquired the skills and confidence to continue using these channels. In fact, 87% of customers increased their use of them as a result of the pandemic, and 1 in 3 consumers found new brands online to buy from. It is therefore no surprise that the digitization of the CX is at the heart of the strategic planning of leading companies.

We are all witnessing the acceleration of digitalization in various aspects of our lives and the customer relationship space is no exception. According to various studies, the digital intensity of consumers and companies has advanced between five and six years since the beginning of the pandemic. Having a solid digital presence has therefore become a fundamental condition to remain relevant to customers.

However, few organizations today have the capacity to reach customers through the contact channel of their choice and to keep up with the pace of investment and innovation that a solid digital CX requires. Often the optimal choice is to rely on a business partner who can provide these capabilities while accompanying us on our growth path and as our customer relationship needs evolve. Traditionally, however, these options were available to large corporations and small or emerging companies had limited alternatives, since the main providers did not consider offering services to companies with very few service positions. The boom in start-ups and their role in our economy is calling the latter into question.



## Customer experience on par with the major players with Atento FlexibleCX

Atento has a flexible, agile and scalable cloud-based CX solution that enables start-ups and small operations to offer exceptional customer experience, enhanced by Next Generation Services and Capabilities, regardless of the size of the operation.

Atento's Flexible CX solution is a high-end solution that combines omnichannel services with extensive know-how and the flexibility to adapt to small programs, growing with customers as they expand their business.

### Benefits:

- Access to the highest and most advanced quality standards in the industry, including technology, infrastructure, human resources, management models and security
- Drives CX transformation and digitization processes
- Flexible conditions if a contract is terminated early
- Ability for short- and long-term growth and continuity
- Frees up resources, allowing companies to focus on their core business
- Industry best practices applied for 80% of transformation
- Centralizes and optimizes operating costs

FlexibleCX is an ideal product for start-ups that need support from the very beginning of their business. To learn more <https://atento.com/es/flexiblecx/>



## The last word

Contact centers—and companies in general—are in the midst of multiple market and technological transformations. **The emergence of a new type of consumer, more demanding and refined,** is driving companies to look for new tools to keep up. Providing high quality, coherent, and seamless experiences between each and every point of contact with the customer is more important than ever.

However, only those organizations that are truly customer-centric will be able to leverage customer experience as a competitive differentiator. And many companies have not yet consolidated this focus as a fundamental and cross-cutting objective throughout the organization. Therefore the first step to change is directly linked to the organizational culture of each company and understanding that the customer must take center stage in any competitive strategy.

---

**Start-ups have the opportunity to grow with the customer at the center from day zero and thus compete intensely for the holy grail of the business world: customer loyalty.**

---

For those companies, the good news is that today it is possible to partner with world-class suppliers who can not only provide them with the necessary tools, but also accompany them on the road to meeting and building customer loyalty.

## About Atento

Atento is the leading provider of customer relationship management and business process outsourcing (“CRM BPO”) services in Latin America, and one of the top providers worldwide. Atento is also a leading provider of nearshoring CRM BPO services for companies operating in the United States. Since 1999, the company has developed its business model in 14 countries, employing approximately 150,000 people. Atento has more than 400 customers to which it offers a wide range of CRM BPO services through multiple channels. Atento’s customers are mostly leading multinational companies in sectors such as telecommunications, banking and financial services, healthcare, retail and public administration, among others. Atento’s shares trade under the symbol ATTO on the New York Stock Exchange (NYSE). In 2019, Atento was named one of the 25 best multinational companies in the world and one of the best multinationals to work for in Latin America by Great Place to Work®.

For more information, please visit [www.atento.com](http://www.atento.com).

## Footnotes

- 1 Szarek, Joanna & Piecuch, Jakub. (2018). [The importance of startups for construction of innovative economies. Przedsiębiorczość Międzynarodowa.](#)
- 2 Zendesk. [Startups CX Benchmark.](#)
- 3 Zendesk. Idem.
- 4 Frost & Sullivan. [North American Customer Experience Outsourcing Services Market Growth Opportunities, 2021.](#)
- 5 Zendesk. “CX Trends 2022”
- 6 Twilio. “State of Customer Engagement Report”



## FROST & SULLIVAN

Growth is a path. We are your guide.

For more than six decades, Frost & Sullivan has provided actionable information to corporations, governments and investors, resulting in a stream of innovative growth opportunities that enable them to maximize their economic potential. Incorporate emerging megatrends and shape a future based on sustainable growth.

Contact us: [Start the discussion](#)