



CX

a new solar
dimension

ATENTO

BACKGROUND

SOLAR ENERGY BOOM

Photovoltaic energy from the sun is expanding rapidly.

Recently, it has become the fastest-growing energy technology worldwide.



EXPONENTIAL GROWTH

TODAY...

4%
of electricity
comes from the sun

70%
of energy comes from
non-renewable sources

**Immense market
potential**

RECORD 2021

168 GW
of solar power installed
around the world in one year

*Total renewable capacity
installed internationally in 2021
was 302 GW. 98 GW of wind
energy.

**First TW installed
on the planet**

FORECAST FOR 2025

SolarPower Europe believes
that solar energy will
double to
2.3 TW
globally by 2025





WHAT IS DRIVING ITS DEVELOPMENT?



Increased fossil fuel prices



The European Union's decarbonization plan



The geopolitical situation resulting from the invasion of Ukraine

Energy prices, especially in regions where natural gas sets final prices, are going up worldwide. Concern for the environment and solar energy's potential can reduce dependence on Russian gas and will drive growth for the photovoltaic sector.

FACT

Russia provides around 45% of gas imports to the European Union to generate industrial and residential electricity (between 100 TWh and 200 TWh). The International Energy Agency predicts an incremental growth of up to 180 TWh in renewable electricity generation from 2021-2023, almost equal to the highest value of electricity production that depends on gas from Russia.

 45%

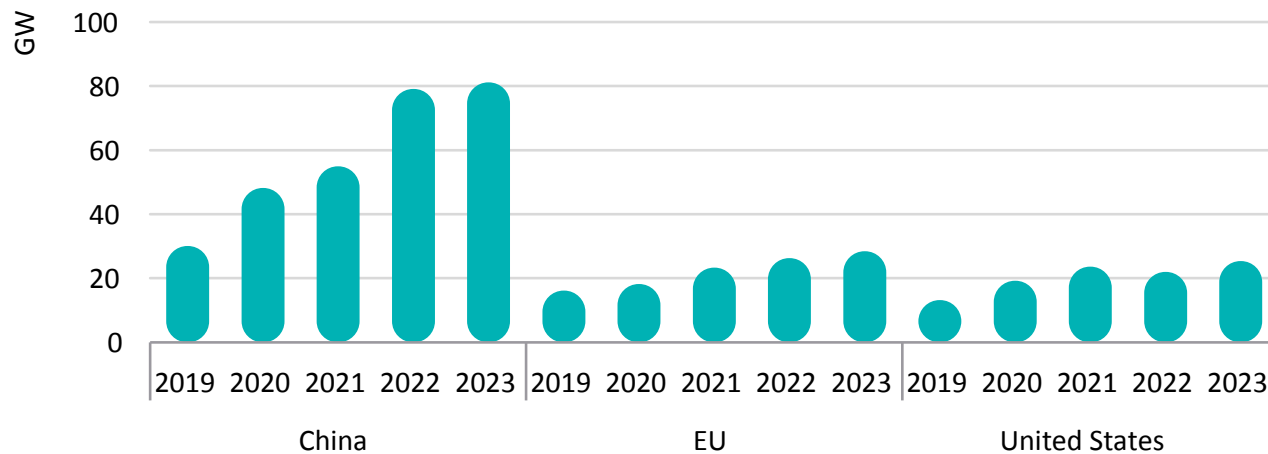
CAPACITY TO LEAD THE ENERGY TRANSITION:

Residential and commercial photovoltaic installations are helping consumers lower their electricity bills.

Main benefits:

- Inexhaustible
- Does not pollute
- Technology versatility
- Competitive costs
- Subsidies
- Job creation







Photovoltaic solar energy capacity



SOURCE: Renewable Energy Market Update. Outlook for 2022 and 2023. IEA



MAIN CHALLENGES

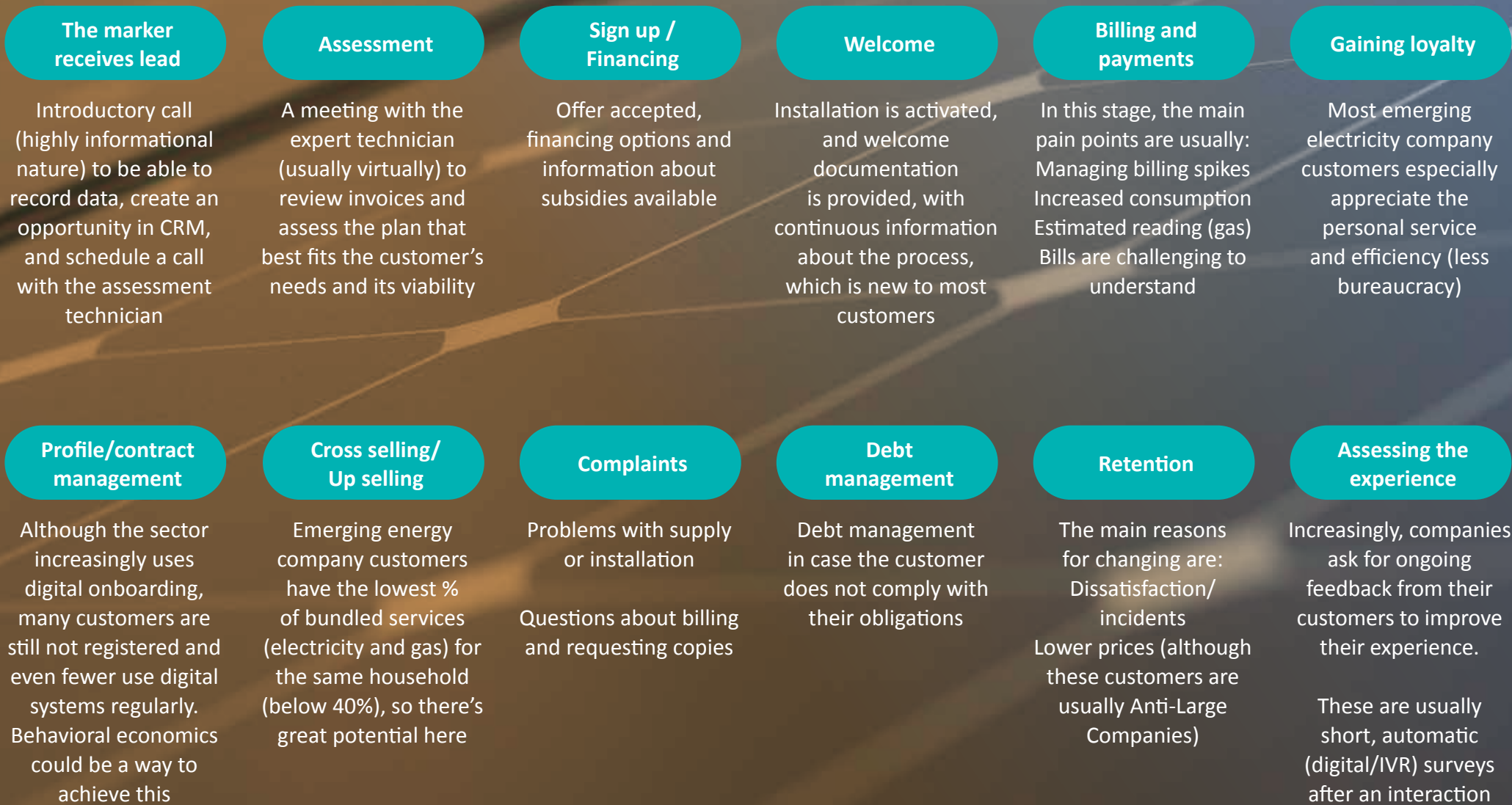
-  Administrative simplification
-  Increase in raw material and transportation costs
-  High quality of the agents involved
-  Technical language adaptation
-  Personalized solutions and tailor-made products
-  Omnichannel experience: customers can choose which channel to communicate with provider

SOURCES

Renewable Energy Market Update. Outlook for 2022 and 2023. INTERNATIONAL ENERGY AGENCY
Global Market Outlook for Solar Power 2022 – 2026. Solar Power Europe
The future of photovoltaic solar energy. IRENA
Photovoltaic solar power, an opportunity for sustainability. UNEF Annual Report 2021



PHOTOVOLTAIC CUSTOMER JOURNEY



THE BEST RESOURCES: TECHNOLOGY + A HUMAN TOUCH

A top-quality sales philosophy with versatile operating models is vital for converting leads, managing the portfolio, and providing support to the field sales team.

HUMAN POTENTIAL



Highly prepared agents with the mindset needed for building long-term relationships



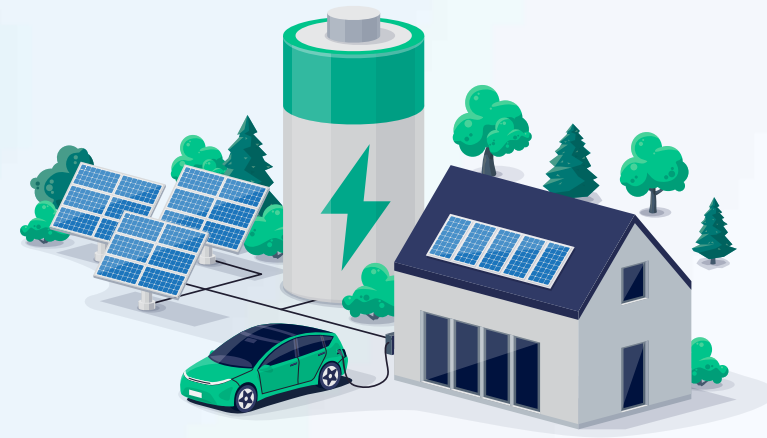
Optimizing customer experience



Managing complex demands

WITH TECHNOLOGICAL SUPPORT

- Processing and monitoring leads in real time
- Integrated channels offering a single, fluid experience
- Data science use to predict customer behavior
- LUI use (Language User Interface) to determine the appropriate style (commercial, informal, etc.) according to the profile
- Remote documentation input, facility review, documentation signing, etc.
- Efficiency in Digital Marketing investments



THE TIME HAS COME!



For the sector: Despite the recent increase in raw materials, transportation costs, and supply chain issues, the technology offers competitive prices.



For the consumer: Concern for the planet's sustainability and looking for solutions to save money on more traditional energy.



For the administration: Procedure and subsidy streamlining to help with implementation.

CUSTOMER EXPERIENCE

“In a fiercely competitive market with high demand like the self-supply market, the only way to stand out from the rest is through your customer service. Customizing the offer, paying attention to every detail from the beginning to the installation itself, and responding with commitment, certainty, and solvency to any contingency guarantees customer satisfaction.”



*José Carlos Díaz Lacaci,
General Director of POWEN*





ACHIEVING EXCELLENCE

We have different customer relationship channels, both digital and phone-based, because we aim to achieve excellence in customer service. We also emphasize their suggestions, complaints, and comments, as we firmly believe that the best way to grow is to do it together.”

*Begoña Laveda,
Marketing and Communications Director at Gesternova*



OMNICHANNEL STRATEGY

“We offer a consistent, multichannel experience adapted to our customers’ preferences at each stage of the customer journey. We use a digital channel for its simplicity, ease, autonomy, and time savings for the customer, as well as personalized consulting with our solar experts. We’re talking about a product that will be with you for more than 30 years, and we have to support the customer, ensuring their needs are met constantly.”

*Oscar Cubillo,
Director of CX at EDP Solar*





FLUID COMMUNICATION

“To make the process agile and efficient, we’ve developed our own software for generating quotations, designing installations, and supervising the whole project. This is Otovo’s “secret recipe”; in addition to this platform, we use CRM and customer management tools as a support so that we ensure that every customer feels they have received good service.”



Iñigo Amoribieta,
Managing Director at Otovo Spain



THE ROLE OF TECHNOLOGY

“For us, it’s essential that the configuration of these service channels give customers full autonomy, and the same goes for users at the company level. To be capable of offering a 360-degree vision and, from there, to offer a much simpler and more effective digital experience.”



Renata Pilotto,
Customer Care Service Director at Imagina Energía



THE AGENT’S VALUE

“We have true EXPERTS capable of offering information and advice. They convey the necessary trust for customers to decide to purchase this product. EXPERTS who are trained to set up a visit and know how to answer key questions from potential customers, provide information about the subsidies available to them, the return on investment, possible financing, etc.”



José María Pérez Melber,
Atento CEO in EMEA





SUCCESS STORIES WITH ATENTO

PHOTOVOLTAIC COMPANY SPECIALIZING IN SELF-SUPPLY INSTALLATIONS

Atento offers potential customers of this photovoltaic company a pre-sales phone service, focusing on processing the leads they receive from their digital marketing campaigns, answering questions about solar power, and setting up appointments with installers.

Objective

By facilitating outreach to individuals who could potentially qualify to benefit from photovoltaic self-consumption energy solutions

Strategy

- Real-time information on requests for information from potential customers
- Team of agents with specific training in the industry, able to provide agile, specialized responses
- Respond to requests in less than 5 minutes, prioritizing information quality

Results

- Continuous improvement of success and service satisfaction levels
- The number of agents has tripled in less than a year



LESS THAN 5 MINUTES TO REACH EACH NEW LEAD



+70 AGENTS



REAL-TIME MONITORING SYSTEM OF CUSTOMER INTERACTIONS



SUCCESS STORIES WITH ATENTO

RECENTLY CREATED PHOTOVOLTAIC COMPANY READY TO REVOLUTIONIZE THE SECTOR

Atento agents specializing in solar power provide the potential customer of this new photovoltaic company with a sales service and subsequent customer service. The Atento team assists interested customers, from which a lead is generated, and they go along with them throughout the entire process (from acquisition, consulting on requirements, financing, subsidies, and post-sales service).

Objective

Launch a new company specializing in self-supply solar power. Atento markets its products to individual customers, freelancers, and homeowners' associations.

Strategy

- 360° lead processing. Monitoring of the entire Customer Journey, from the very first contact
- Expert consulting from beginning to end and offering personalization
- 100% digital environment for sending and delivering documentation, as well as digital signatures

Results

- Sales success: 20% of offers accepted (pending installer validation and the rate finally required)
- Rapidly growing team. Over 150 agents today who are experts in solar energy



OVER 20% OF OFFERS ACCEPTED



OVER 40,000 LEADS PROCESSED IN 5 MONTHS



1 SINGLE CONTACT PERSON FOR EACH CUSTOMER (DIRECT COMMUNICATION: ASSIGNED ADVISOR AND CUSTOMER)



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