

ATENTO

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The future of traveling



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Current situation

After more than two years of being grounded, travel is resuming. Travel plans for business and vacations are part of our daily conversations again. After an uncertain 2022, travel and hospitality industry is starting its comeback.

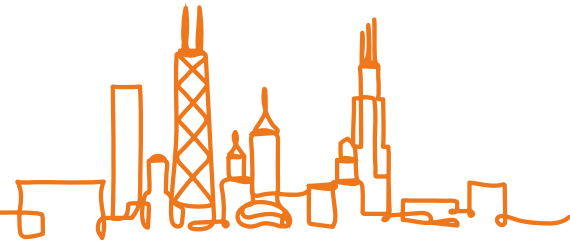


96% of business travelers surveyed across 25 global markets say they're excited to travel again.

Source: CONCUR

Two-thirds of travelers stated they planned their **"next big trip during 2022"** to travel again.

Source: EXPEDIA



70% of leisure travelers expect and plan to spend more money on travel in 2022 than they have in the past five years.

Seeing the great opportunity for renewal and growth in the industry some travel, transport, and logistics companies shifted to focus on taking their services to the next level involving:



Operations optimization
with digital tools



Customer Relations
Reinforcement



Offer unique
experiences



Next destination: **CX**

People are eager to finally make the trip they've dreaming of, which implies that **their expectations have increased, and they became more demanding.** This is a very important reason to really listen to them. And the personalization of the service during their contact is essential to offer an unparalleled Customer Experience.

55% of customers are willing to pay more for a better experience.

Source: Libre Mercado.



According to the **Customer Experience Development Association (ADEC, in Spanish)**, customers have adopted an active role in tourism; they pay close attention to other travelers' opinions, share their experiences, and seek to become loyal to the brands that consider them end users².

It was identified that **85%** of travelers who decided to go to another company made their choice due to a poor customer experience²; therefore the Travel, Transport, and Logistics sector has acknowledged the dramatic importance of CX to attract and keep customers.

43% of international hotel corporations already apply **CX** strategies, while **40%** are in the process of doing so.

Source: ADEC.



What do customers expect from companies in the industry?

Make me a part of it.

Interact with me in a friendly and genuine way. A personalized greeting can make all the difference.

Listen to me. Show me that you are interested in understanding my needs and proposing solutions customized to my particular situation.

Empower me.

Give me accurate, real-time information to make my decisions. Rate my feedback and respond to it.



Surprise me.

Create moments exceeding my expectations because I will remember, treasure, and share them.



Get to know me. Evaluate my information to keep my preferences in mind and anticipate my needs.



CX in action

Atento's consultative support helped a well-renowned South American airline to promote brand awareness in Social Media, improved its inbound strategies and was able to follow-up on their customers' complaints and requests submitted via website, ensuring appropriate changes management.

During five years of close collaboration with Atento, the airline won **first place** in the "Pro-Quality National Customer Satisfaction Award" in the "Airlines" category for two consecutive years.

During the first semester of 2022, this company exceeded the goals set:



The quality of inbound calls exceeded the **90%** target



The Service Level Agreement (SLA) for social media care reached **89%**



Achieved a 100% SLA in customer service tickets, claims and requests.



During the pandemic's last two years and despite the challenges faced by the industry, Atento became a strategic partner for the airline, supporting and creating alternatives for operational continuity.



A look into the future

It is well known that digitalization has transformed all sectors, and the Travel, Transport and Logistics industry is no exception.

-  Currently, **74%** of travelers plan their destinations online.
-  **70%** of customers look for a touristic facility with amenities, technological infrastructure, and a stable and risk-free Wi-Fi connection.
-  It is expected that by 2025, Internet of Things (IoT) devices in the sector will increase by **9%**, reaching **27,000 million** global connections.

Source: Google Travel.

Digital Channels' implementation, automation tools, Artificial Intelligence, Data Analytics and IoT devices has transformed the customer experience and created intelligent technologies, incorporating innovative solutions, and basing their services on a state-of-the-art technological infrastructure.

However, this is not the limit of transformation. **With the arrival of the metaverse, the sector will take the next steps toward the future of traveling:**

Customers will be able to experience what transportation looks and feels like and test the comfort of the seats.



They will have the possibility to visit the rooms and the rest of the hotel facilities virtually.



They will be able to preview the place or places they plan to visit to make informed decisions regarding their trip.



From the professionals in the sector:

Source: Futur.



37% considers that the metaverse will improve the travel experience.



26% sees it as a marketing or promotional tool.



23% believes it reinforces the physical experience.

Create memorable experiences with **Atento!**

With more than **15 years** of experience supporting companies in the travel, transportation, and logistics industry, we are certain that customer-centric strategies investment, assisted by innovative technology and skilled agents, is the key to delivering memorable experiences and achieving traveler loyalty.

Atento is your best business ally on the road to digital future focused on the Customer Experience.

Get to know our services!



Customer Support



Sales



Technical support

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Web: www.atento.com

References



1. NITU.mx.
2. Ostelea, Tourist Management School.