

How can Artificial Intelligence help you in the customer journey?

Atento invites you to reflect on why investing in AI has gained importance to enhance your customer relationship and experience.

Year after year, new technologies emerge, with them new consumer demands, increasingly seeking personalized experiences. Understanding and predicting behaviors, expectations, and needs has become imperative to gain a more significant advantage in any market.

For this, one of the most efficient alternatives is the investment in Analytics, Data Science, and **Artificial Intelligence** tools, which, employing algorithms, facilitate the analysis of behaviors and feelings, predict needs, guide strategies, and teach machines based on the experience for an increasingly humanized service.

With the acceleration of the virtual market, the potential of Artificial Intelligence and its relationship with consumer behavior started to gain more and more visibility. Its adoption can bring several business opportunities, allowing the simplification of processes and greater assertiveness in strategies for improving customer experience (with the creation of personalized chatbots, for example) and reducing operational costs.

At Atento, we believe in its implementation in a gradual and structured manner. We continue to use the **LANDING AI** model, called "**AI Virtuous Cycle**", which consists of a way to promote the creation of better products and services through data and the application of Data Science and AI.

In our Innovation Hub, we have, besides Data Science specialists, UX and LUI teams that together innovate constantly in the search for new products and services. For example, the creation of visual and conversational interfaces, such as URAs, Chatbots and Virtual Agents, that are simple to use, intuitive, and offer the best experience for people. As well as in the development of Machine Learning and Deep Learning projects to increase customer satisfaction (quality) and, consequently, the companies' revenue/billing

How we employ these technologies:



In the management of digital channels, we are tracking the main business KPI's within an agenda of continuous improvement and enhancement of the channel.



We are creating IVR and Chatbot applications with specific methodologies for designing the solution and defining the brand's persona, offering the adequate language, greater resoluteness, and the best user experience.



In anticipation of the subjects most sought after by users before they start navigating the IVR, we personalize and improve the customer service experience (Propensity Analysis).



We develop Natural Language and Conversational Language interfaces and Conversational AI and Generative AI platforms. For example, voice bots and chat bots, created how people talk in everyday life.



We create Virtual Digital Agents and Agent Assistants.



We use sentiment analysis to create more humanized interactions with consumers.



We leverage robotic process automation projects for customer service and administration.



We use people Analytics initiatives to identify, attract, develop, and retain talent.



One of the main reasons why you should use AI to improve your customer experience strategy is that it delivers a lot of real-time user data. And through this data, you can target investments in services and products that meet the real needs of each individual.

The Artificial Intelligence Market

How Conversational AI and Generative AI models will transform how we understand Customer Experience.

Conversational artificial intelligence and generative artificial intelligence are transforming CX across all industries as they help brands create more natural interactions, improving service efficiency and enhancing the user experience. However, they also bring their legal issues, risks, and business opportunities that must be considered before adoption.

 According to MarketsandMarkets, the conversational artificial intelligence market is expected to reach \$15.7 billion by 2024 (in 2019 the total was \$4.2 billion), with a compound annual growth rate (CAGR) of 30.2% during the forecast period. Meanwhile, the generative artificial intelligence market is expected to grow from \$111 million in 2018 to \$9.9 billion in 2023, with a CAGR of 97.9%. These figures highlight the strong growth potential of these technologies and indicate that enterprises are increasingly recognizing the benefits of adopting solutions based on conversational artificial intelligence and generative AI.

Conversational AI can understand and answer customers' questions naturally, using human language, as if they were having a conversation with another person. This is done through chatbots and virtual assistants, which can be programmed to help with various tasks such as support ticket creation, customer service,

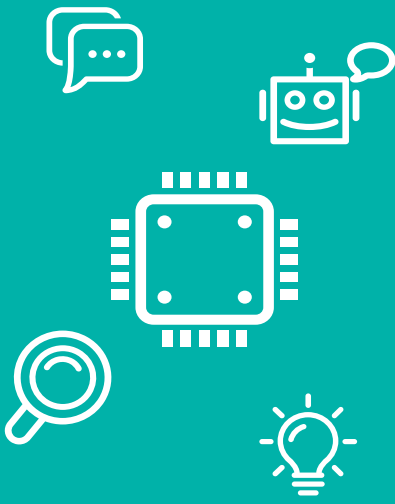
and sales. This technology is made possible by combining natural language processing, machine learning, and speech recognition algorithms.

It can offer many benefits, such as increased efficiency, reduced costs, and improved customer experience. By using chatbots, for example, companies can provide 24/7 customer support without needing a human attendant. This not only reduces operating costs but also increases customer satisfaction because they can get instant assistance.

On the other hand, generative AI can create content autonomously. This means that it can be used to create text, images, music, and even videos, helping businesses to produce personalized content more efficiently and scalable way. However, it is important to note that Generative AI also presents some ethical challenges and can be used to develop false information that appears genuine. This can be used to spread misinformation or to mislead the public.

We are following the boom in Generative AI, thanks to the launch of **ChatGPT**, a generative text AI, which has revolutionized how companies across all industries interact with their customers.





“Developed by OpenAI, ChatGPT is a natural language model, which uses advanced artificial intelligence techniques to understand user intent and provide appropriate and relevant responses in real-time. But what makes ChatGPT so special? First of all, its ability to chat in multiple languages, in real time and without errors, 24/7. That means you can provide customer support anywhere in the world, at any time, without the need to hire an additional support team.”

ChatGPT itself created the text above through a request to present itself in a creative and executive way, with some technical details. It seems very well explained. We draw your attention to something that shows why we should still be very cautious and seek the best experts when we want to deploy Generative AI technologies like ChatGPT. It states, “First of all, its ability to chat in multiple languages, in real-time and **without errors.**” Its own developer points out that ChatGPT sometimes writes responses that seem plausible “but incorrect or nonsensical.” Microsoft makes this same sort of quibble, admitting that its Bing Chat “should not be used for finding information-after all, it is incapable of consistently differentiating truth from fiction-but instead for social entertainment.”



Opportunities created by a conversational AI + ChatGPT solution:



Improve efficiency: By automating repetitive tasks such as call classification and answering frequently asked questions, conversational AI + GPT Chat can increase the efficiency of service operators and free up time for value-added activities.



Increase customer satisfaction: Conversational AI + GPT Chat can provide a faster and more efficient customer service experience, increasing overall satisfaction with the company.



Real-time data analysis: Conversational AI + Chat GPT can collect and analyze real-time data about customer interactions, allowing the company to identify trends and improve its service processes.




24/7 Service: With conversational AI + GPT Chat, the company can offer 24/7 service to customers without requiring human agents to work outside business hours.



Personalization: Conversational AI + GPT Chat allows you to personalize customer interactions, providing recommendations and solutions based on their previous interaction history and other relevant data.

At Atento, we are immersed in these technologies and include them in our projects to create new journeys, based on artificial intelligence and customized according to the needs of each company.

While these technologies bring many benefits, prior to their application it is important to be aware of the laws and regulations governing the use of personal data and ensure that the solutions implemented comply with these laws. At Atento, we take security and compliance issues very seriously. Therefore, we do not focus on the indiscriminate use of these technologies. We have an adoption strategy for each objective ([see Atento's Data Privacy Policy](#)). 

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