

Is Your Company Losing Business Due to Poor Complaint Management on Critical Channels?

Did you know that one unhappy customer can impact the opinion of thousands more through social media?

In today's age of consumer empowerment, managing complaints on critical channels is more important than ever. Unfortunately, many companies struggle to maintain a positive reputation online and risk losing business due to bad experiences. According to the [Social Commerce 2.0 survey](#) — conducted by Opinion Box in partnership with All In — some 41% of consumers prefer to shop on social media because customer reviews are available. That's why maintaining a positive reputation online is crucial to attracting and building loyalty.

Atento, with nearly 25 years of experience in complaints management and creating the best customer journey between brands and consumers, offers a solution that can **transform the experience of previously dissatisfied users, increasing their loyalty and generating new business.**

Our solution for the prevention and **management of complaints and litigation**

covers all instances – SAC, Ombudsman, Regulatory Bodies, Consumer Defense Bodies, and Special Civil Court. We are prepared to support companies from all segments, both **in the interaction with consumers** and in second- and third-level **back office processes**, with monitoring of complex processes between several areas until the problem is solved.

To do this, we rely on our experts' know-how, the best semantic technology and data science, content curation (LUI), and human touch integration to perform at all stages of claims management.



We employ a quality model specialized in critical channels, consulting with agents with analytical profiles, business vision, and broad knowledge to boost quality in line with the best market standards.

All this is supported by tools such as Social BPM, besides to relationship management, Mystery Shoppers, journey vision with CX and UX objectives, and research.

Key Benefits



Reduce the number of complaints



Greater control over response times



Agile, transparent and resolute relationship with the person making the claim and regulatory agencies



Greater prevention of litigation and anticipation of possible future crisis



Brand strengthening

Expertise:

Atento specializes in complaints management and offers a solution for preventing and controlling complaints and litigation that covers all instances – SAC, Ombudsman, Regulatory Bodies, Consumer Defense Bodies, and Special Civil Court. They are prepared to support companies from all segments, both in the interaction with consumers and in second- and third-level back office processes, with monitoring of complex processes between several areas until the problem is solved.

Methodology:

To achieve these results, Atento relies on their experts' know-how, the best semantic technology and data science, content curation, and human touchpoint integration to perform at all stages of claims management. They employ a quality model specialized in critical channels, consulting with agents with analytical profiles, business vision, and broad knowledge to boost quality in line with the best market standards.



How we operate:



Omnichannel contact and Hybrid Service: (End-to-end relationship management, directing the human agent based on business rules and automated service through resolution bots, which save time and optimize the process. Integration with multiple contact channels (Facebook, Messenger, WhatsApp, Telegram, among others) to support the service and single view for the human agent to provide care.



Process Automation



Integration with customer or partner CRM systems to support the service, with updates of complaints received, answered, closed, rejected or pending.



Visão integrada e uso do Estressômetro (ferramenta proprietária da Atento), para priorizar clientes mais atritados e gerar insights de negócios.



Specialized Squad with professionals from the areas of HR, Training, Quality, Planning, and Operations with a focus on Employee Profile, Taining and Governance Model.

Complain Here Award

Atento currently has approximately 80 clients in Brazil and is responsible for managing the Reclame Aqui (Complain Here) in more than 20 of them, in different industries, with reputations classified between good and RA 1000.

In the last edition of the Prêmio Reclame Aqui, (Complain Here Award), 15 of them were winners in their categories. All this work has also ensured Atento recognition as a highlight among Contact Center companies.

The award recognizes the company in the segment that, among the winners, has the best reputation, achieved the best results with the brands and kept a good result.



Success Story

For one major financial services client, Atento took them from an average rating to achieving the RA1000 seal in less than a year. With integrated channels and process automation, our consultants have a complete view of the entire journey. It keeps the focus on solving problems so that complaints do not escalate. Using AI tools, we create the best conversational interface language based on brand persona, dynamic and progressive navigation, propensity analysis and LP



SCOPE	Check duplicity and moderate. Classify RA. Client interaction via messages and contact	FUP with client when needed. Interactions with responsible areas. Final active contact and public post	Audit sample classification. Identify and supervise offenders. Correct online mistakes	Prioritize treatment of critical cases	Make active contact by providing good button on tickets. Discuss with clients to review site.
	Process 100% of the cases 3 hours	Process the assigned C3SOS with closure within 3 to 5 business days	N/A	N/A	N/A
SLA					

We implemented special handling for critical cases, using personalized approaches and differentiated follow-ups to ensure high-quality service. As a result, we achieved the coveted RA1000 seal and significantly improved our indexes.

Before implementing this process, the company had a satisfaction score of 4.96 on the portal and a new business rate of 41.1%, where customers evaluated whether or not they would continue to do business. After implementing our solution, we improved the customer experience with effective solutions to the needs of complainants. This changed our rating from "average" to the long-awaited RA 1000 in record time.



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