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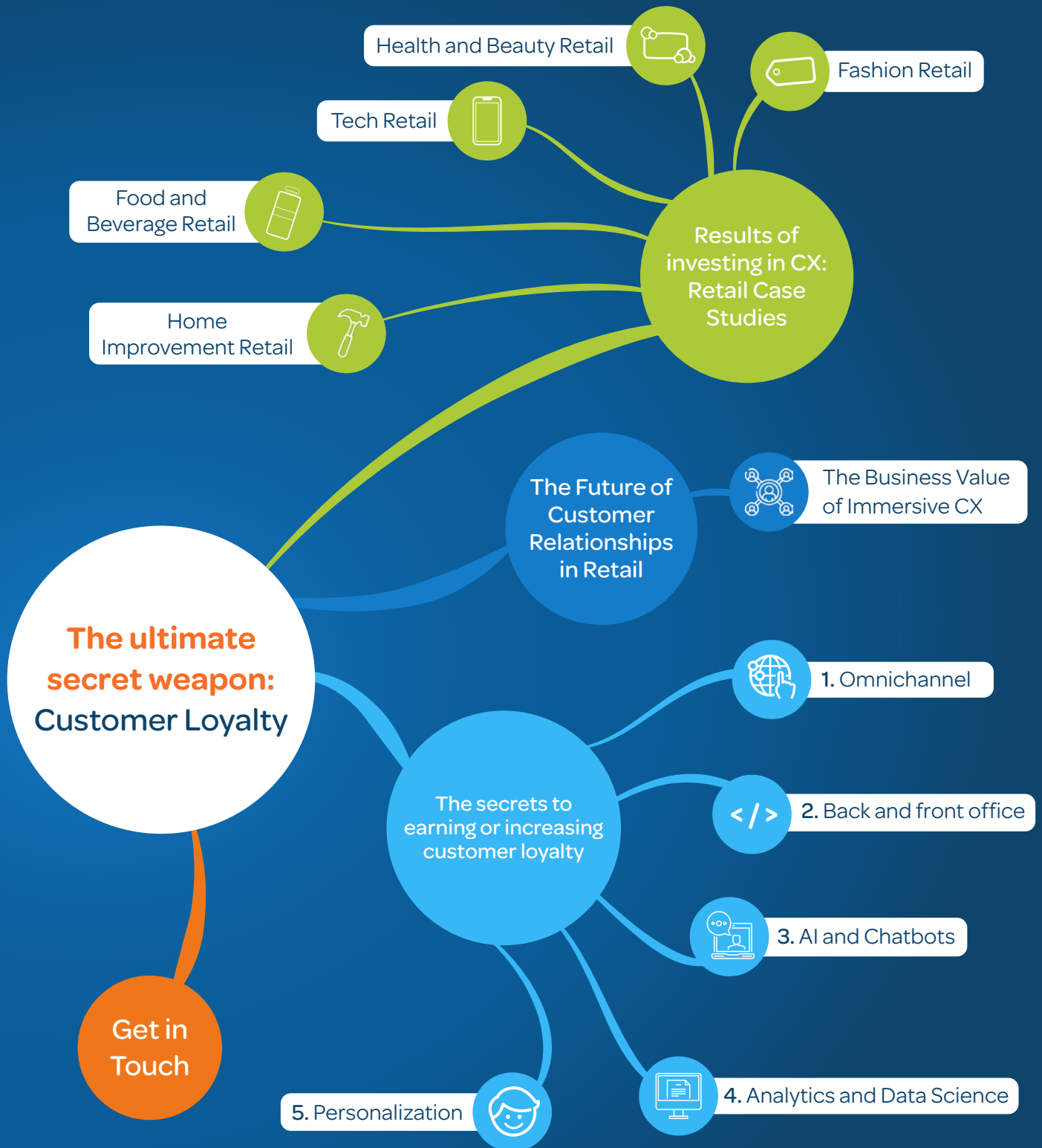


Mastering the Retail Game: Customer Loyalty and Success Stories

Interactive e-book

Leading
Next Generation CX

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The Ultimate Secret Weapon: Customer Loyalty

Crafting seamless, transparent, and tailored experiences at every touchpoint, culminating in unparalleled customer satisfaction, cultivates lasting relationships, brand loyalty, and business growth. That's why winning customer loyalty is every retail company's ultimate secret weapon. **Take note!**



72% Of Consumers' Brand Loyalty Is Swayed By The Quality Of Their Customer Experience.

Source: The Standard CIO.

3 out of 4 consumers remain loyal to a single brand and of these, 60% would recommend it to friends and family.

Source: IP Mark.

Discover 5 customer success stories
in the retail industry!



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Fashion Retail: The Rewards of Investing in CX

Brazil's most prominent fashion, women's lingerie, men's, and children's clothing chain, committed to fostering **close and amicable relationships** with its customers, **elevated its CX** to boost loyalty. With Atento's help, they:



Raised their
conversion rate
from 5 to 8%

Enhanced their
omnichannel
digital service

Boosted **business**
intelligence using
data science

Launched **new**
digital channels
to increase sales

Delight your customers with **Atento**



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Health & Beauty Retail: The Benefits of Enhancing CX

The leading global consumer goods company with more than 400 brands in more than 190 countries sought to improve engagement and experience for its social media, for which Atento helped optimize its CX and achieved the following:

Quick, effective
categorization and
tracking of follower
interactions

Analytical
studies and
valuable
business
insights

Increased **brand**
engagement
and recognition

Maintained
positive social
media ratings,
averaging
between **89**
and **91%**

Surpassed **the 85%**
pass goal with an
89% average rate

18% efficiency
improvement in
automated
mentions handling



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Tech Retail: Reaping the Rewards of CX Investment

A leading South Korean technology and electronics brand renowned globally aimed to retain customers by delivering unforgettable experiences via a 360° CX. After identifying areas of opportunity and driving operational improvements with Atento, they accomplished the following:



100% Check Call



95.02% Web Activities Service



72.4% Cyber Security Risk Management



83.8% fewer cancellations

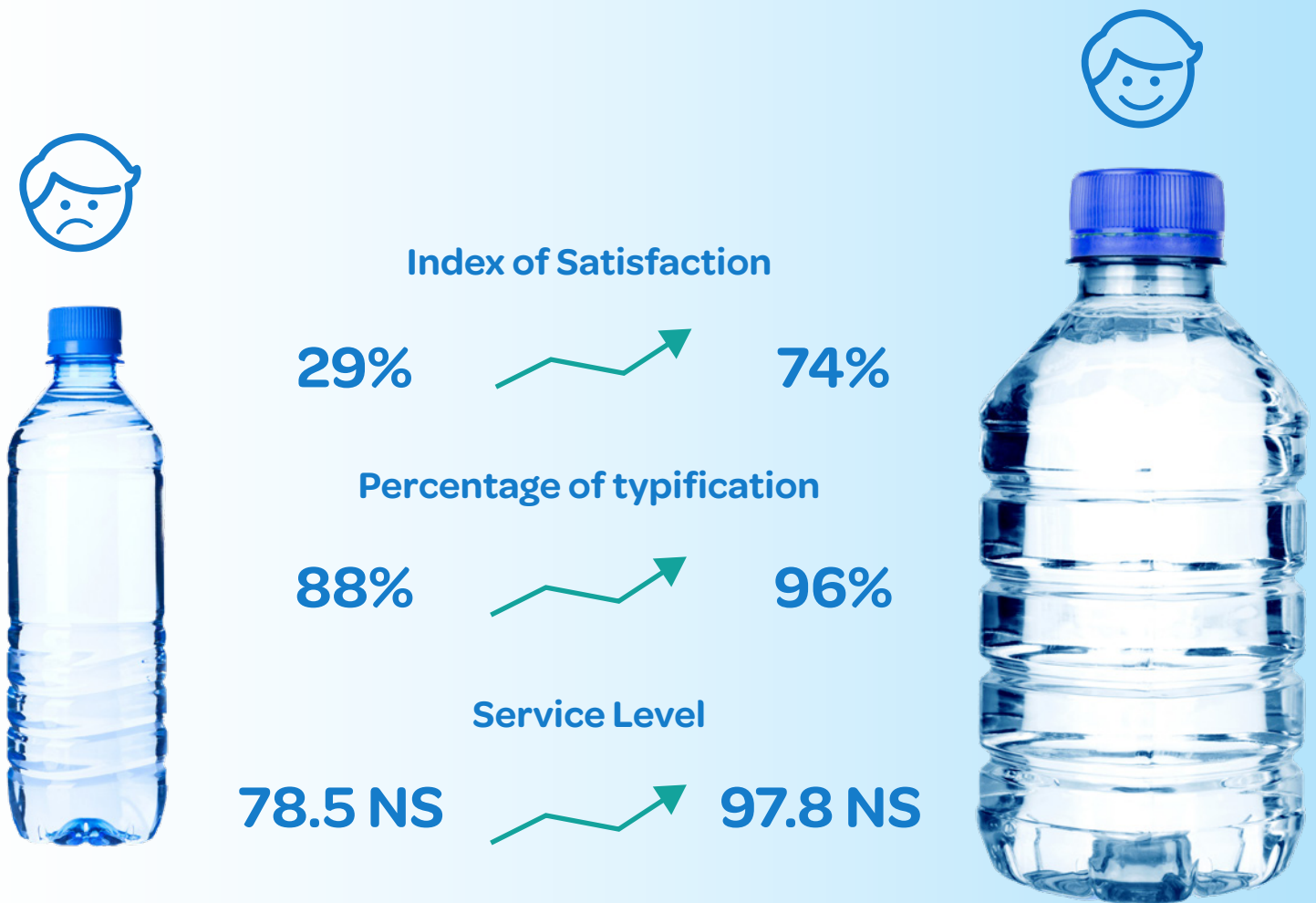
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Food & Beverage Retail: Transforming CX with Atento

Mexico's top bottled water brand has consistently prioritized close customer relationships. They integrated omnichannel solutions into their voice and chat channels to strengthen this bond and provide exceptional service. A year with Atento yielded:



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Home Improvement Retail: Enhancing CX with Atento

An American home improvement retailer operating across North and South America aspired to put a smile on their customers' faces. By focusing on improving the Customer Experience with knowledgeable advisors and omnichannel support and **collaborating with Atento**, they achieved:



93% Customer Satisfaction Score



92% Online Time



3% Abandonment



78% Service Level Agreement

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Unlocking Customer Loyalty Secrets: The Path to Retail Triumph

Trust, transparency, and attentiveness are vital for cultivating meaningful and enduring customer relationships. In the highly competitive consumer industry, earning customer loyalty is paramount. Brands invest in customer preference because loyal customers value quality and experience and are willing to pay more for products or services they trust.

But **why do brands invest to gain and maintain consumer preference?**

Because customer who values the quality and experience provided by a brand he trusts will be willing to pay more for its products or services, which is why earning their loyalty is one of the objectives.



Five Secrets to Building Customer Loyalty!



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Unlocking Customer Loyalty Secrets: The Path to Retail Triumph

• **Secret 1:** Omnichannel

Customers crave seamless communication. Integrate physical and digital channels with omnichannel services to address their preferences and streamline support. Offer efficient solutions to keep them coming back.



Globally, **66% of customers spend more** with companies that enable smooth conversation transitions between channels without repetitive information.

Source: [EI Economista](#).

Retailers employing omnichannel services **boost their billing by 165%.**

Source: [Euromonitor International y Google](#).

Unlock this secret to retail success!




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Unlocking Customer Loyalty Secrets: The Path to Retail Triumph

• **Secret 2:** Back y front office

A pleasant and satisfactory service requires digitized and automated back and front-office services to increase process speed and accuracy., Deliver user-friendly experiences with secure document management transaction processing, collection services, innovative technical support, and transparent order tracking.



55% of people **stop purchasing** from businesses due to privacy concerns.

Source: [Real State Market & Life Style.](#)

Companies investing moderately or significantly in front, middle, and back-office capabilities are **2.1 times** more likely to deliver exceptional **customer experiences, reach customer-centric objectives,** and **achieve ROI** on one or more metrics.

Source: [KPMG.](#)

Unlock this secret to retail success!



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Unlocking Customer Loyalty Secrets: The Path to Retail Triumph

• **Secret 3:** AI and Chatbots

AI-powered chatbots automate communication and analyze customer information for fast, accurate responses. They streamline processes and provide 24/7 customer support, enhancing the human touch while offering personalized and friendly service.

80% of consumers value **natural-feeling brand interactions**.

Source: [El Economista](#).

79% of companies report that **chatbots** have improved **sales and customer loyalty**.

Source: [ReveChatt](#).

Unlock this secret to retail success!



Unlocking Customer Loyalty Secrets: The Path to Retail Triumph

• **Secret 4:** Analytics and Data Science

Data science tools help analyze the market, recognize trends, and predict customer behavior to design satisfying experiences.

65% of regional retail brands **will invest** in Business Intelligence and Data Analytics tools by 2023.

Source: [Gartner](#).

80% of retail and consumer goods executives have increased their **use of real-time data** in the last year.

Source: [Accenture](#).



Unlock this secret to retail success!



Unlocking Customer Loyalty Secrets: The Path to Retail Triumph

• **Secret 5: Personalization**

Personalized experiences make customers feel special, fostering loyalty. Remember their names, tailor offers to their lifestyles, and track their history for a significant impact.



Globally, **86%** of leaders say personalization **enhances customer retention.**

Source: [EI Economista](#).

Personalization strategies increase Satisfaction Index by **20%**, sales conversion rate by **10-15%**, and employee engagement by **20-30%**. They can even reduce marketing and sales costs by **10-20%**.

Source: [McKinsey](#).

Unlock this secret to retail success!



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The Future of Customer Relationships

From omnichannel communication to hyper-personalized experiences, the future lies in **immersive, multisensory, interactive** experiences.

Virtual reality tools enable customers to **visualize, try and interact** with products and services before purchasing, transforming the **retail sector worldwide**.

America

33% of people will use **augmented reality** at least once a month by 2023.

Europe

58% of consumers want a **shopping experience with immersive technologies**.

Pacific Asia

68% of consumers demand **more immersive tech experiences**.

Source: Evergine.



The Future of Customer Relationships

• The Business Value of Immersive CX



Greater accuracy and shorter purchase time

77% of consumers appreciate immersive environments for their ability to showcase product features and distinctions before buying, cutting purchase time by up to 45% and **minimizing return risks**.

Increased commitment

Virtual reality interactions are engaging, gratifying, and memorable, leading **61%** of users to prefer shopping at stores offering virtual reality over those that don't.



Higher revenues

With hyper-personalization, meticulous attention to detail, and innovation, immersive retail experiences persuade **40%** of shoppers to **pay a premium for products they can experience** via virtual reality.

Source: Gartner.

Delight your customers with immersive experiences!



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Get in Touch

Let us help you win their loyalty and gain recommendations from their friends and family.

Contact us



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