

ATENTO

Unleashing Digital Potential:

Leading
Next Generation CX

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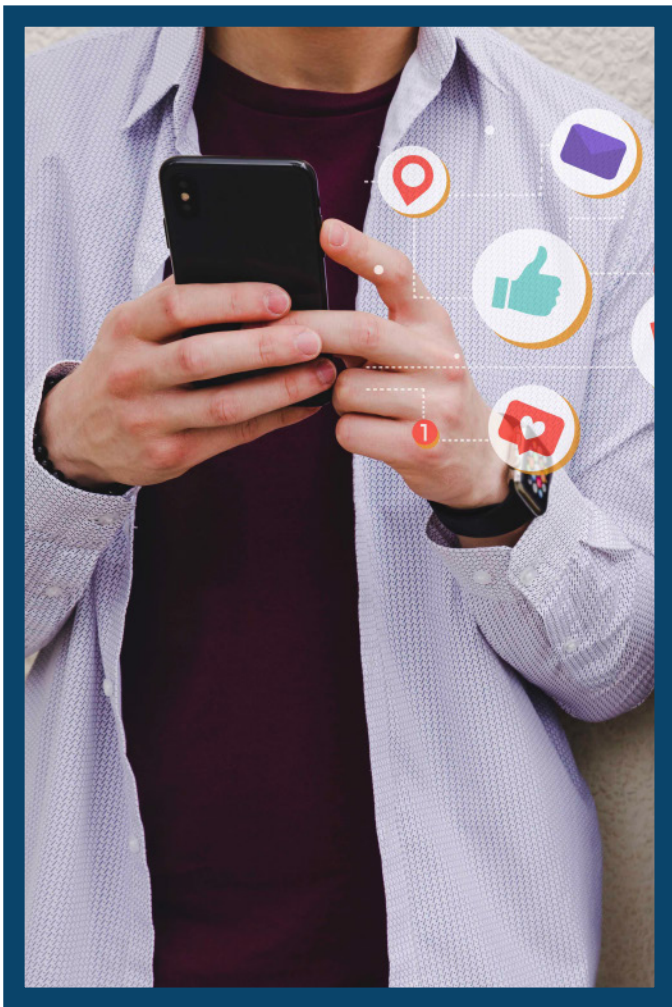
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1.- B2B Landscape Transformation

Continuous technological breakthroughs and digital revolution across various sectors, along with the shift in global conditions post-pandemic, have reinvented conventional deal-making, with B2B transactions being no exception.



• **Digital takes the Lead:** By 2025, it is expected that **80%** of interactions between vendors and customers will take place through digital channels, facilitated by cutting-edge technology.



• **Physical Meetings are Out:** Two-thirds of B2B buyers now prefer digital self-service or remote interactions over face-to-face meetings.



• **B2B buyers are ready to spend more online:** A significant 35% are comfortable making digital transactions worth over \$500,000, while 15% are comfortable with transactions over **\$1 million**.



Sources: Gartner y McKinsey.

Given these developments, it becomes imperative to fortify digital channels and create a new sales model, centered around understanding customer needs and purchasing behaviors to deliver tailored value propositions.

2. Inside Sales: the Winning Strategy

The **Inside Sales** model enables remote lead generation, aligning with market trends and new business methodologies. This creates effective sales procedures, driving superior organizational outcomes

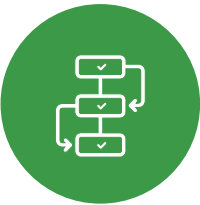
A recent study from Gartner suggests that the **most successful B2B sales models** capitalize on technology to:



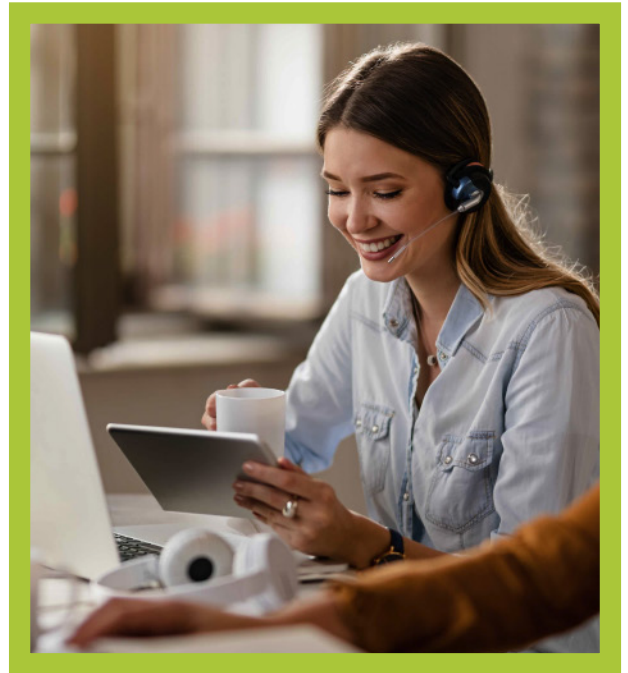
Improve customer engagement.



Promote data-driven decisions.



Streamline agent workflows.



Here we present four inspiring success stories from the banking, insurance, retail, travel, transport, and logistics sectors that implemented an Inside Sales strategy and are reaping the benefits.

3.- Success Stories

Banking:

Mexico's premier banking institution aimed to augment its credit card sales service. With Atento's assistance, the bank developed an Inside Sales strategy that was **focused on each user's unique** profile. The outcome was a substantial increase in sales, conversion rate, and effectiveness.



+\$58 000 in sales



+8% in Conversion Rate



+12.5% in effectiveness



Insurance:

A leading car insurance provider in Latin America also embraced the Inside Sales model to boost its monthly leads and achieve a 12% conversion rate on the total leads generated. The insurer experienced a significant rise in conversion rate leads generated per month, and policy sales:



Raised its Conversion Rate from 19% to **38%**



Grew **43%** leads generated per month



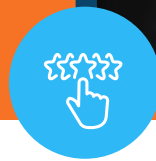
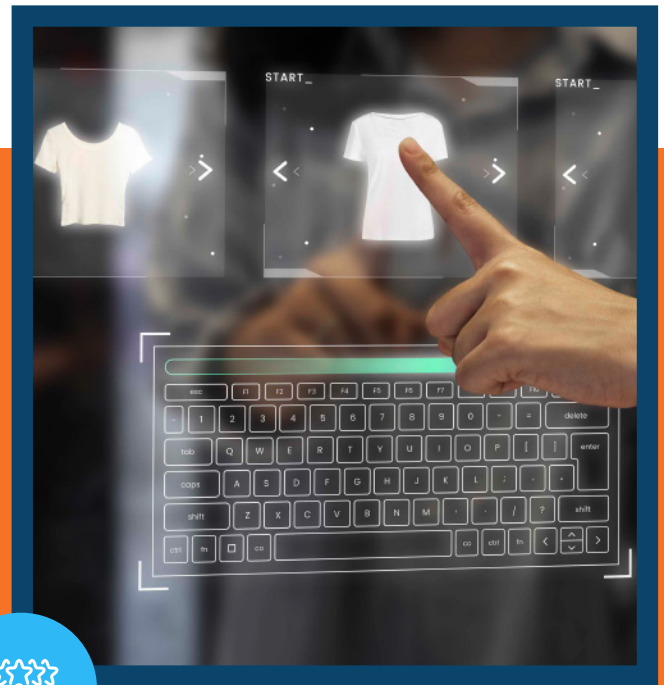
Increased its policy sales by **78%**

Retail:

A renowned Brazilian fashion chain, women's lingerie, men's, and children's clothing **enhanced its omnichannel digital service** and leveraged data science to transform its sales scheme, **resulting in higher revenues.**



Increased **conversion rate from 5 to 8%**



Travel, Transport and Logistics

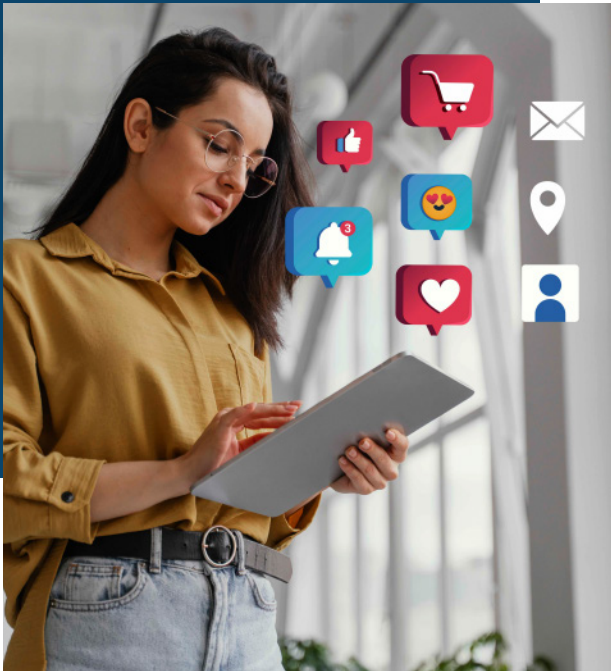
A prominent Mexican hotel chain leveraged Atento's **omnichannel and chatbot tools to improve its digital channels and increase sales effectiveness.**

The results were impressive, with a substantial sales increase month over month.

- ① 92% in the first month
- ② 89% in the second month
- ③ 119% in the third month

Do you want to know what sets the Atento Inside Sales model apart and how it helped these companies achieve their business goals? Read on.

4.- Keys Components of a Winning Inside Sales Strategy



1. Hyper-personalization

Understanding your customers' interests, behaviors, business hurdles, and decision-making roles is key to delivering personalized service. **Data analytics can help tailor offerings to each unique profile.**

By 2026, **65% of organizations will base their B2B sales strategies on data analytics.**

Source: Gartner.

Why do it with Atento?



Analytics

We use **Data Science** to predict customer behavior, generate more business relationships, and mitigate risk.



LUI

We use **Language User Interface** to determine the appropriate style of communication according to each profile.



Speech Analytics

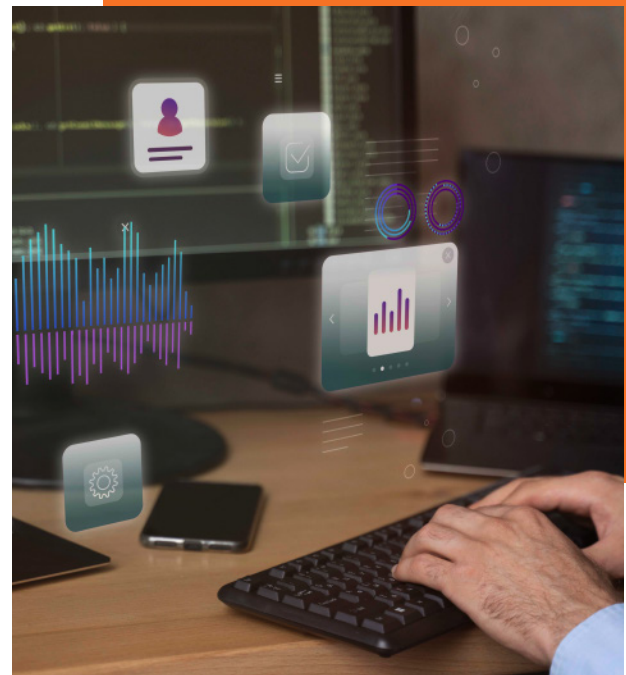
We analyze feelings and behavior patterns to **improve communication and anticipate solutions.**

2. Artificial intelligence

B2B customers anticipate prompt and efficient service. AI and machine learning-enabled digital agents can accelerate communication and facilitate problem resolution while retaining the human touch.

By 2025, **75% of B2B** organizations will incorporate **AI-driven** sales solutions.

Source: Gartner.



Why choose Atento?



Decision making

Based on dashboards and propensity models based on historical data, our AI makes **proactive decisions** to generate better results.



Virtual Digital Agent

Our co-pilot offers real-time support to human agents. It provides **crucial information**, answers queries, and directs customers to the right channels in real-time.



Conversational AI

We use **Natural Language Processing** to understand the context of each communication with the client and provide a fluid and effective experience.



3. Omnichannel Experience

A harmonized effort across all touchpoints in the sales cycle is necessary to establish seamless, genuine connections that provide accurate responses and specialized support.

94% of decision-makers in B2B companies believe that **sales processes should be omnichannel** since most **use 10 or more digital channels** to interact with their suppliers.

Source: McKinsey.

Why incorporate it with Atento?



Omnichannel platform

We seamlessly merge interactions into a comprehensive range of **hybrid channels, ensuring 24/7 availability.**



Customer engagement

By harmonizing innovative technology with the human touch, we curate fast, efficient, and **unified customer experiences**, optimizing your results.



Automation

Utilizing chatbots, voice virtual agents, and Robotic Process Automation (RPA), **we streamline and personalize** every step of the customer journey.

4. Outstanding Customer Experience

Securing customer satisfaction through a personalized, prompt, and efficient brand experience increases the chances of long-term business relationship maintenance.



72% of B2B buyers **will switch providers if they don't receive real-time support**, round-the-clock service, and a **superior experience**.

Source: McKinsey.

Why hire Atento?



Portfolio Management

We professionally handle your client portfolio for the long term while striving to **increase your sales by up to 40%**.



Expert CX agents

Our specialized agents, equipped with a holistic vision, provide **hyper-personalized services and attention**.

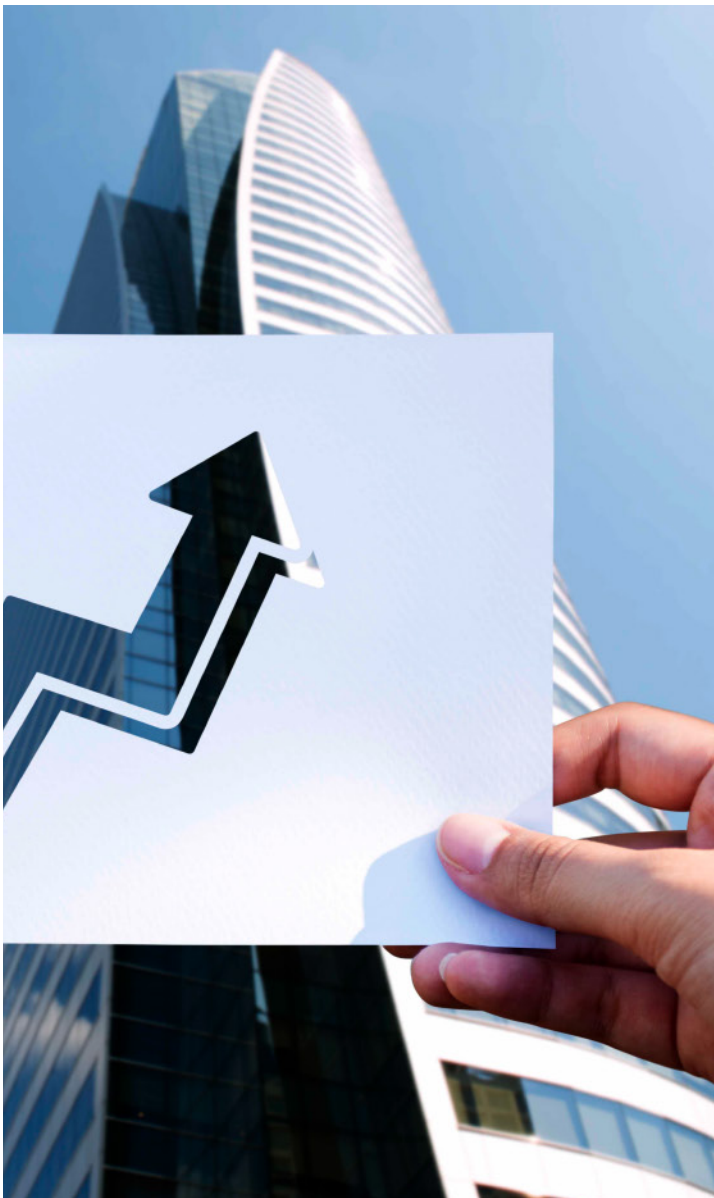


Lead conversion

We create new opportunities and we enhance client reach up to **75%** of instances.

ATENTO

At Atento, we understand that an **innovative and customer-centric sales** approach demands addressing their primary concerns. Our service offerings are designed to understand your customers and deliver the **right solutions at the right time**. Let us help you transform your sales approach to foster customer loyalty and boost your business.



Contact

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