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## Leveraging AI for Superior Customer Experience: A Case Study

Leading  
Next Generation CX

# TABLE OF CONTENT



The Business Evolution Paradigm	1
<b>Chapter 1:</b> Navigating the Path of New Boutique	3
<b>Chapter 2:</b> Navigating the Customer Service Maze	4
<b>Chapter 3:</b> Fostering Customer Loyalty with AI	6
<b>Chapter 4:</b> Achieving Tangible Results with Digital Voice Agents	8
<b>Reach out to your intelligent ally</b>	9

## The Business Evolution Paradigm

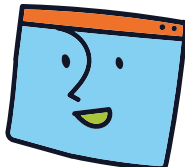


Industry 4.0 unfolds many possibilities, revolutionizing how businesses function and paving the way for **intelligent technologies that elevate customer service**, to new heights. Among these advancements **chatbots and digital voice agents** powered by artificial intelligence, **stand out as transformative elements**, personalizing interactions, amplifying user satisfaction, automating routine tasks and boosting productivity across Sales, Customer Service and Collection departments.



With **74% of consumers ready to abandon a brand** if the purchase process gets too intricate, it's no wonder 86% of executives deem **CX as a critical component of sales and service interactions**.

Source: Accenture and CIO Mexico.





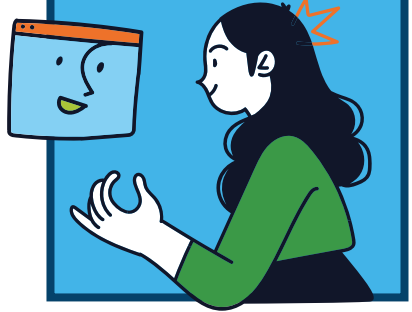
To help comprehend the impact of delivering an exceptional CX across industries, let's delve into the journey of New Boutique. This company faced a hiccup with its banking terminals and embarked on a journey through the labyrinth of Support and Customer Service provided by its service provider.



Follow this journey through various touchpoints, witnessing how the market metamorphosizes to **secure customer loyalty**, all thanks to the prowess of CX experts and the magic of artificial intelligence imbued with a human touch.

## Tracing New Boutique's Journey

Like numerous companies, New Boutique discovered that, **the payment process is not just an obligatory step but a key factor influencing their customers' shopping experience.**



Two-thirds of businesses consider it crucial to **offer consistent payment options across their buying platforms**, leading to **conversion rates between 80 to 95%**, depending on the payment methods available.

Source: America Retail.



Hence, experts advocate having diverse relevant payment methods at customers' disposal, empowering them to select the fastest and most efficient option aligning with their unique needs and preferences.

**87% of online users resort to debit or credit cards** for their purchases, thanks to their convenience and associated commercial benefits.

Source: Conekta.

Today **less than 1%** of all payment methods are in coins or banknotes.

Source: BBC.

## Navigating the Customer Service Maze



For New Boutique, having versatile payment methods wasn't just a luxury but a necessity to furnish their customers with an optimal experience. However, when the company began encountering issues with its banking terminals and attempted to reach its bank, the staff was on hold for over 10 minutes.

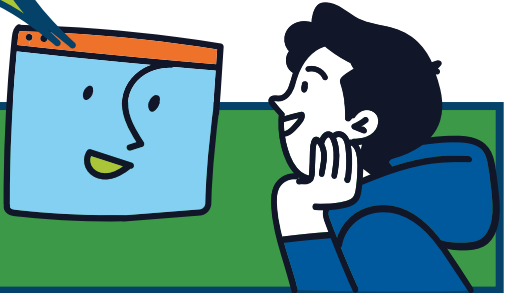
**79% of customers demand swift responses** when contacting their bank. Those who wait longer than 10 minutes tend to have an **18% less satisfying experience**.

Sources: Customer Service Stats and Trends and American Customer Satisfaction Index.

After finally reaching the bank's customer service, New Boutique had to explain the predicament, only to be transferred to another department, where they had to reiterate the whole ordeal to a new agent.

**While 80% of B2B customers expect consistency** across departments, 66% have to repeat their situation when transferred to a new agent.

Source: Customer Service Stats and Trends.





Over half (52.17%) of customers expect a resolution within 24 hours of reaching out to a company.

Source: Hiver.

Having lodged their complaint, the bank's representative informed New Boutique that they would need to wait between 24 to 48 hours for the issue with their point-of-sale terminals to be addressed.



The issue remained unresolved even after the designated waiting period, continuing for several more days. Each subsequent call to the bank necessitated New Boutique to reiterate their issue, testing the company's patience and tolerance.

Unable to process card payments, New Boutique's business took a severe hit. Left with no alternative, the company sought a new service provider to deliver efficient service and the attention they deserved.

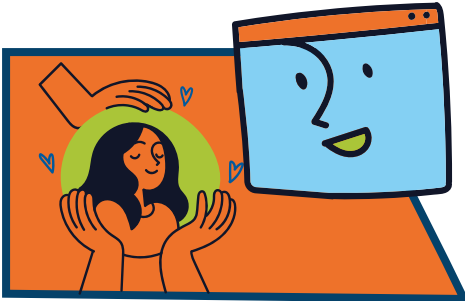
72% of customers attribute poor phone service to having to explain their problem multiple times, while 39% attribute it to the inability to solve their problem swiftly.

Source: Customer Guru.

Specifically, 22% of banking customers cease subscribing to any financial services due to subpar customer service.

Source: IT User Tech & Business.

## Fostering Customer Loyalty with AI



New Boutique came across an advertisement of a company offering fast, secure, and easy payment management services while browsing online. Intrigued, they visited the company's website, found a chatbot ready to assist them and decided to reach out instantly.

By the end of 2023, it is estimated that **+800 million users will use chatbots** for tasks such as online purchases, banking, travel reservations, and more, potentially leading to a 25% growth in the chatbot market by 2024.

Source: Analytics Insight.



**67% of people favor self-service** over interacting with a company representative.

Source: McKinsey.

Customers typically form an opinion about products or brands **within the first 90 seconds of interaction.**

Source: The Color of Institute Research.



After having their queries addressed satisfactorily, New Boutique decided to experiment with the service across a few of its branches to resume operations and prevent further losses.



With positive outcomes and a superior level of attention and personalized service provided through various channels - phone, WhatsApp, chatbot, or social media, New Boutique terminated its contract with the bank and hired a new terminal provider for all its points of sale. Moreover, it has since recommended them as a trusted partner to other businesses.

**70%** of users assess companies based on their **effectiveness and ability to address** their needs.

Source: Atento

Businesses losing customers due to poor CX are estimated to forfeit **\$1.6 trillion per year** in the U.S. alone.

Source: CIO

**75%** of customers prefer **personalized experiences**, with brands that recognize their interests and adapt to their tastes.

Source: Atento.

8 out of 10 business leaders believe that providing differentiated customer service reaps dividends.

Sources: 2019 B2B Customer Experience and Customer Experience Trends Report.

**71%** of people recommend a brand after receiving prompt, effective customer service.

Source: NM Incite.

## Achieving Tangible Results with Digital Voice Agent

How do you increase customer satisfaction, secure customer loyalty, and boost your business through customer recommendations? By offering not just a quality product or service but by transforming your CX to deliver excellent care, innovative service, and a personalized experience with:



Explore some of the remarkable results and vast benefits our clients in the financial and telecommuni incorporating Atento's digital voice agent in their Sales, Collection, and Customer Service departments:

**94%**  
Customer Satisfaction

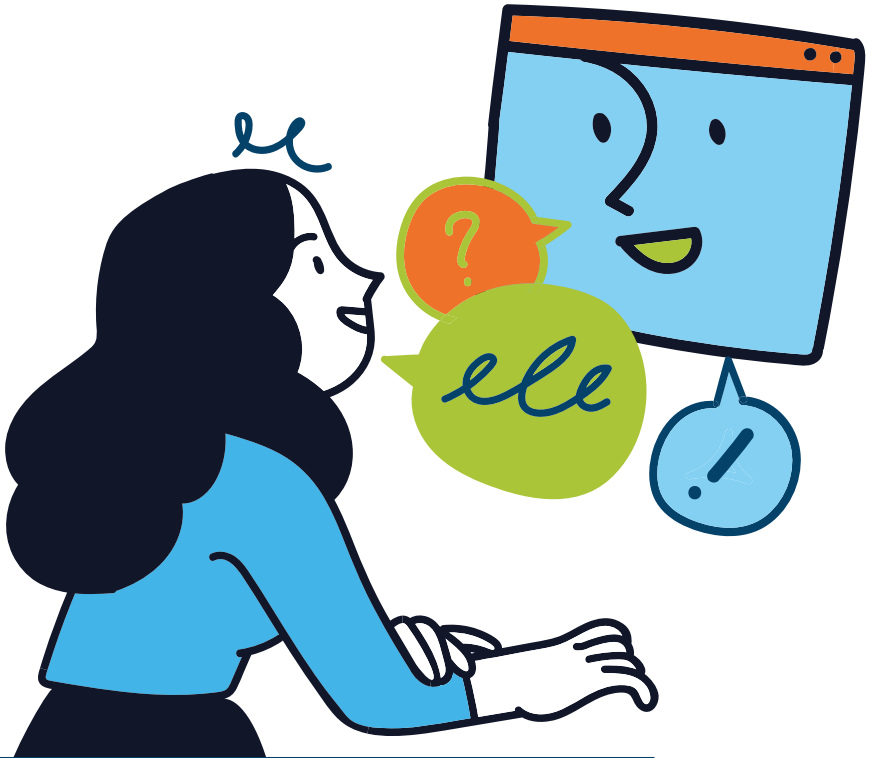
**82%**  
Assertiveness

**81%** in  
Chatbot  
Retention

**43%**  
Increased  
Contact Rate

**70%**  
Recommendation  
Research Note

## Reach Out to Your Intelligent Ally



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