

Atento Taps into Advanced AI Solutions to Elevates Social Media Customer Engagement

- *Atento's AI-driven technology offers a nuanced understanding of customer intent and sentiment across major social platforms like Facebook, Instagram and others.*
- *Atento currently manages the social media interactions for roughly 50 clients, spanning over 100 operations in Brazil, Mexico and EMEA regions, accumulating 350,000 monthly interactions hours.*

São Paulo, August XX, 2023 – Atento, a global trailblazer in customer relationship management and business process outsourcing (CRM/BPO), is enhancing customer interactions on social media through advanced AI. Currently, Atento efficiently manages social media interactions for more than 50 clients, spanning over 100 operations in Brazil, Mexico and EMEA regions, accumulating a total of 350,000 monthly interactions.

The contemporary consumer-brand interaction landscape is rapidly shifting towards social media. Research from Smart Insights reveals that 63% of customers anticipate brands to deliver customer support via social media. An impressive 34.5% even regard it as their favored contact mode, outpacing chat, phone, and email.

In reaction to this shift, Atento has heavily invested in innovative technologies to refine social media customer interactions. Through the use of advanced AI tools, Atento can automatically discern customer intentions and sentiments, allowing their customers to deploy personalized responses swiftly and raise real-time alerts for critical issues.

In addition to AI, Atento's integrated tools offer custom reports, data analysis, crisis prediction, demand anticipation, audience segmentation, and more. This multifaceted approach reduces response times and enhances overall efficiency, leading to increased engagement and positive brand perception.

Investing in People

While technology remains a cornerstone, Atento places equal emphasis on people. Comprehensive training equips agents to uncover business opportunities in every interaction. Supported by a team skilled in social media and semantic technology, Atento ensures real-time monitoring, listening, and resolutions.

"Our social media engagement squad operates like a leading marketing agency with two decades of customer relationship expertise. We seamlessly merge social media strategy with top-tier CX standards," expressed Alexandre Martins, Director of Solutions, Innovation, and IT at Atento Brazil.

Showcasing Success

Automotive Industry: Atento devised a strategy for an automotive firm, resulting in an 80% reduction in average service time, identification of over 5,000 micro-influencers and brand promoters, and generating over 100 interested car buyers directly from social media interactions.

Consumer Goods Company: Engaged by a prominent consumer goods corporation, Atento achieved a service efficiency rate of close to 40%. The brand's social media witnessed positive reviews oscillating between 89% and 91%, surpassing the initial 85% target. Atento's strategy focused on refining follower experience, ensuring consistent brand voice, and enhancing interaction quality, all backed by semantic technology tools.

Utilizing semantic technology tools for network monitoring, we enhanced the classification and categorization of posts, paving the way for more tailored interactions. This resulted in quicker dialogues, heightened focus on engagement quality, and ensured the operation's overall success.

Mexican Mobility Client: A prominent mobility company in Mexico reached out with a challenge: over 25% of its users preferred using its social networks for inquiries. Their goals were to meet key performance indicators (KPIs), sustain a consistent team with minimal turnover, and establish a high-quality service model.

Our primary step was recruiting a 30-member team specializing in social network management. Their role involved precise monitoring, moderation, and responsive handling of critical inquiries. We employed semantic technology and introduced an AI-driven bot to address routine customer questions, streamlining services swiftly.

Expanding on this, we adopted an omnichannel solution using Data Voice technology. This tool facilitated integrated management of all social platforms, including chat and WhatsApp, and provided supervisors with a real-time monitoring dashboard.

The results, evident within three months, included an 81% drop in incoming calls, 50% reduced service waiting time, a significant reduction in the BMT, and a 4% decrease in absenteeism.

In Summary

Atento's dedication to innovation, driven by integration of artificial intelligence and semantic technology, showcases a forward-thinking approach to digital customer relationship management. By understanding the evolving landscape of consumer-brand interactions, particularly in the realm of social media, Atento has strategically positioned itself as a proactive change-maker rather than a mere observer. Their work spans a diverse range of clients and underscores versatility and commitment to excellence across industries.

With a focus on harnessing cutting-edge technologies and building meaningful relationships with our clients and their consumers, Atento is poised to continue leading with innovation, empathy, and a commitment to excellence in the evolving digital landscape.

About Atento

Atento is the largest provider of customer relationship management and business process outsourcing ("CRM, BPO") services in Latin America and one of the world's leading providers. Atento is also a leading provider of nearshoring CRM BPO services for companies operating in the United States. Since 1999, the company has developed its business model in 17 countries, where it employs approximately 135,000 people. Atento has more than 400 clients to whom it offers a wide range of CRM BPO services through multiple channels. Atento's clients are mainly leading multinational companies in sectors such as telecommunications, banking and financial services, health, retail and public administration, among others. In 2019, Atento was chosen one of the 25 best multinational companies in the world and one of the best multinationals to work for in Latin America by Great Place to Work®. In addition, in 2021, Everest named Atento as a "star performer." Gartner has named the company for two consecutive years as a leader in its Magic Quadrant beginning in 2021. For more information, visit www.atento.com