

ATENTO

Harnessing The Power of Customer Care:

Success Stories and Transformation



Leading
Next Generation CX

Table of Contents:

1.- The Value of Stellar Customer Care	1
2. The Digital Evolution in Customer Care	2
3. The Quintessence of Superior Experiences	3
- Success Stories in the Banking	
- Retail Sector Milestone	
- Pharmaceutical Sector Triumph	
- Accomplishments in Travel, Transportation, and Logistics Sector	
4. Enhance Customer Relations with Atento	8
5. Contact us	10

1.- The Value of Stellar Customer Care



In an increasingly competitive environment, superior customer care is essential to business success. A positive experience promotes satisfaction and loyalty, increasing customer retention rates and revenue for streams.

70% of purchasing decisions hinge on the customers's perceived treatment.

Source: **McKinsey**.

Yet, as consumer expectations continue to rise, over 60% **acknowledge that their standards for customer service have heightened over the past year¹**.

In response, brands must continually refine their strategies, emphasizing the synergy of digital transformation and pioneering CX technologies.



2. The Digital Evolution in Customer Care



Though human touch remains irreplaceable, AI-powered tools such as RPA, data analysis, and chatbots are bringing significant competitive value to operations, facilitating:

90% of consumers prefer engaging with virtual agents and chatbots for accelerated query processing.

Source: **RBC Capital and eMarketer.**

50% of consumers desire a seamless experience facilitated by their data.

Source: **TuDashboard.**

Contemporary customers are increasingly amenable to interacting with tools like chatbots and to utilizing their data for a bespoke service.



3. The Quintessence of Superior Experiences Success Stories in Banking



Traditional Banking

A leading US bank embarked on a mission to elevate the dissemination of Point of Sale Terminals across business establishments. They deployed a meticulous sales campaign via their Contact Center, leveraging Atento's cutting-edge digital platform, **Leviathan**, for a streamlined offer presentation and prospect nurturing.

Simultaneously, under the mentorship of our CX experts, the bank optimized its service deliverables. Content customers are four times more likely to recommend a product or service to their peers².

As a result of their efforts, the bank achieved an increase in:



Registrations: **141%**
Hiring rate: **31%**
Call efficacy: **22%**

Success stories in the banking

Digital banking

A leading Mexican digital financial institution turned to Atento to bolster its credit card distribution and refine its collection service. Implementing an omnichannel strategy and exemplary customer service protocols led to these remarkable results:

Collection service received a quality rating of **87%**.
 Debt recovery saw an increase of **46.7%**.
 The Satisfaction Index stood at **75.8%**.
 First contact resolution rates were:

- **97.7%** via chat.
- **95.12%** via call.
- **67.11%** via email.



A prominent home improvement retailer based in the US, with outreach in North and South America, considers superior customer care their pivotal strategy.

By integrating **Atento's omnichannel strategies** and advanced Customer Experience tools, they accomplished:



Satisfaction Index: **93%**
Service Level Agreement: **78%**
Online availability: **92%**
Abandonment Rate: **3%**

Retail Sector Milestone

A top-tier Mexican pharmacy chain engaged with Atento to elevate its monthly sales and product visibility.

With the deployment of the **Leviathan** platform and advanced Speech Analytics for enhanced customer interactions and insight into customer preferences, they noted a boost of **70.92%** in medicine distribution. Their achievements also included:



Adherence: **94%**

Conversion Rate: **47%**

Service Level Achievement: **79%**

Abandonment Rate: **6.43%**

Average Handling Time: **258 seconds**

Pharmaceutical Sector Triumph

A distinguished hotel brand in Mexico sought to amplify its successful sales closures. Atento's intervention, leveraging digital channels, omnichannel strategies, and chatbot technology, resulted in sales figures of:



First month: **92%**
Second month: **89%**
Third month: **119%**

Accomplishments in Travel, Transportation, and Logistics

4. Enhance Customer Relations with Atento



The essence of an unmatched Customer Experience is rooted in delivering prompt, precise, hyper-personalized, and integrated service. In this regard, Atento harmoniously fuses data science, automation processes, emotion assessment, and omnichannel technologies to meet your customers' expectations.

Our Customer-Centric Solutions emphasize on:

Retention:

We follow the customer throughout their journey, addressing their concerns, and proposing alternative solutions in times of crisis to prevent cancellations.

Increasing customer retention by **10%** can amplify a company's worth by **30%**.

Source: **HBR**.

Forge Exceptional Interactions with Atento



Using Data Science to pinpoint the best offer.



Focus on CX and process optimization to address and solve issues that lead to cancellations.



Focus on increasing Net Promoter Score and forecast analysis of retention costs vs. revenue.

Digital Customer Care:

Our approach is holistic, managing the entire customer journey by synergizing digital channels and automated processes. We prioritize customer satisfaction, effective problem resolution, and tailored service.

58% of people believe that the key to business success lies in agilely meeting consumer needs and establishing a personal connection during the process.

Source: **American Express.**

Trace Your CX with Atento



Integrated management of voice and digital channels, operation, and continuous improvement process.



Design strategies focused on the customer journey, along with a careful selection of content aimed at problem-solving.



Personalized attention using Language User Interface (LUI).



Boosting Net Promoter Score by aligning with customer anticipations.



Efficient financial management by proactively offering incentives, gifts, and promotional deals.



Minimizing potential client attrition and overall grievances.

Loyalty:

on predictive analysis, we help deliver hyper-personalized care to keep customers happy and foster enduring brand relationships.

Steadfast customers are **fivefold more likely to repeat purchases and sevenfold more willing to explore novel product introductions.**

Source: **Customer Experience Matters.**

Satisfy Your Customers with Atento

Engagement on Social Media:

Our forte lies in offering exemplary service on social media platforms, emphasizing prompt responses, seamless interactions, and a proactive approach to crisis management.

Fact: **71%** of patrons who had a gratifying customer service encounter via social media are more inclined to endorse the brand to peers.

Source: **Zetenta.**

Craft Unforgettable Experiences with Atento



Dedicated teams specializing in customer relations and digital channels to augment engagement and oversight.



Utilizing platforms that harness automated text interpretation and categorization, facilitating real-time alerts and responses.



Concentrated efforts on gauging customer contentment, efficiency metrics, and operational upgrades.

ATENTO

Elevate your customer care paradigm with Atento's unparalleled expertise.

References

1. CX Trends 2023.
2. Customer Experience Matters.

Contact us



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