

AI with a Human Touch Experience Today's and Tomorrow's Digital Customer Interaction

Generative AI made waves in late 2022 with the introduction of ChatGPT, establishing itself as the most rapidly advancing technology since the internet boom of the '90s. Gartner reports that in the last three years, venture capital firms have poured over \$1.7 billion into generative AI solutions.

The pace of innovation is relentless, with generative AI finding its place in numerous industries. The customer experience (CX) sector stands out as a prime beneficiary, with even more transformative impacts anticipated in 2023.

AI at Atento

We're on a mission to revolutionize customer relationships by weaving Artificial Intelligence into our solutions, crafting experiences that are both engaging and human centric.

Our Generative Artificial Intelligence platform, driven by CX, melds cutting-edge technology with the expertise of professionals in Data Engineering, Data Science, Prompt Engineering, and Computational Linguistics. Our team is dedicated to turning the breakthroughs of Generative AI into actionable solutions.



• Here's a glimpse of the transformative impact our AI implementations have had:

Next Generation Business Insights

In today's cutthroat market, understanding customer likes and dislikes is paramount. A Atento client aimed to delve deeper into consumer interactions to sharpen their sales strategy. Leveraging sophisticated AI tools, we analyzed over 2,000 interactions in mere hours. This not only enhanced the "Speech-to-text" transcription quality but did so at a fraction of the cost. Our data-centric approach eradicated biases that often mar human analyses, yielding insights that have been pivotal in refining strategies and boosting engagement and conversion rates.

Results:



+ **Strategic analysis:** Pinpointing the most persuasive arguments and ideal touchpoints.



+ **Efficiency Boost:** Gleaning insights to fine-tune the outreach strategy.



+ **AI Auditor:** ensuring precise interaction validations and rectifying agent classification.



+ **Endless discoveries:** permanent corpus for in-depth natural language queries.

AI: the Ultimate Knowledge Assistant

One of our trailblazing digital-native clients sought to elevate customer satisfaction in their back-office operations. With Microsoft's backing, Atento rolled out Chat GPT to streamline content management and empower agents to pinpoint the best responses. The AI seamlessly collaborated with agents, swiftly scouring the company's knowledge base to suggest the most apt responses in real-time. Furthermore, the AI aids agents in crafting detailed, creative replies. Our proprietary automations, like instant information sharing via WhatsApp, have slashed manual tasks, ensuring agents can focus on delivering swift, accurate service.

Results:

After a 90-day period, the results spoke volumes:



+ **TMT:** reduced from 11 to 5 days.



+ **Operational cost efficiency:** a 13% dip, with further reductions on the horizon thanks to WhatsApp automation.



+ **CSAT surge:** a notable 22% uptick in the Customer Satisfaction Index.



+ **Productivity boost:** a whopping 42% increase in team output.



+ **Operational precision:** a 19% dip in operational mishaps.



+ **Swift service:** a drop from 244 to 86 seconds in agent content search times, ensuring quick customer responses (which helps the consumer to receive faster responses and increase agent productivity).



+ **Streamlined operations:** a 36% reduction in the order backlog.

With AI enhancing the human touch, the roadmap to a streamlined, personalized future is clear.

Dive into the transformative journey and see the Atento difference by yourself. For a deeper dive into our AI endeavors, swing by our [website](#).

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