

ATENTO



Customer Service in the Digital Era

The keys to better connecting with consumers

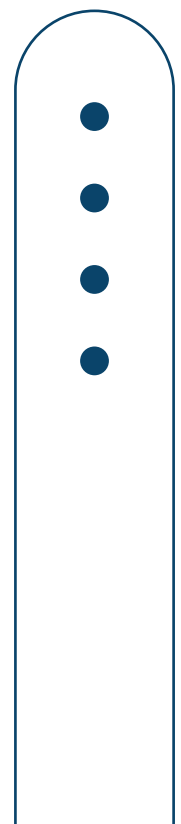


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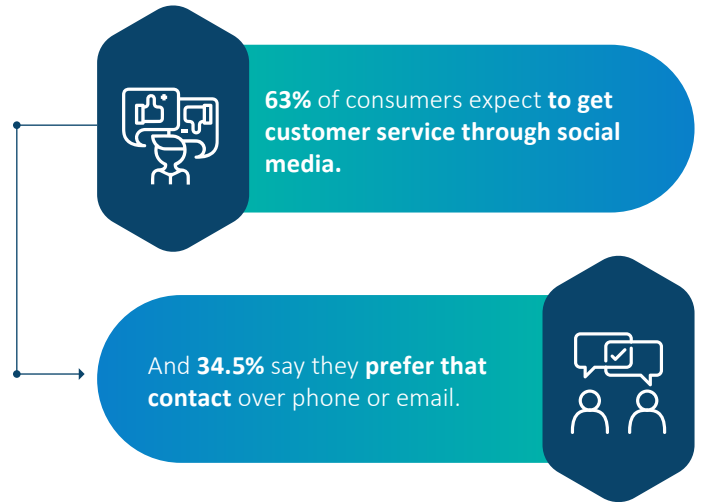


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Digital platforms continue to open up new business opportunities that can be taken advantage of, while generating a **closer relationship with audiences**. The accessibility and spontaneity of **social media**, for example, open the perfect gap to position your products and solutions in the minds of consumers. But, as doors are opening, the need to **provide care** is also incorporated:



Businesses that don't respond to customers on social channels have a **15% higher churn rate** compared to those that do.

In addition, investing in customer service on social networks has multiple benefits:

Source: Smart Insights y McKinsey.

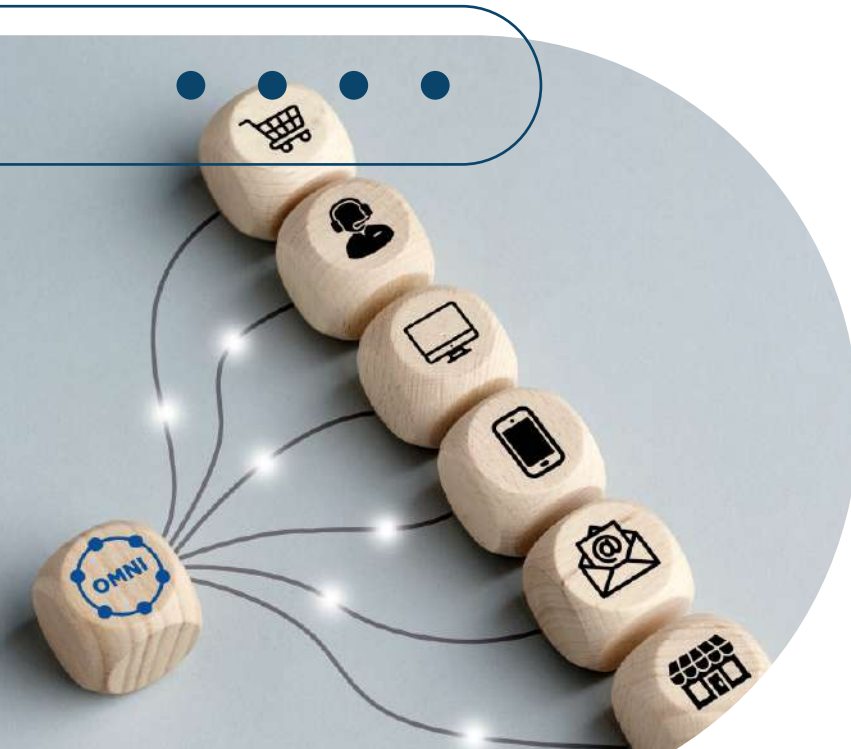
Customers spend **20 to 40% more** with companies that respond to their service requests on social media.

More convenient costs and **faster resolutions** compared to traditional channels.

71% of customers who had good service on social media **recommend the brand** online and offline.

Source: McKinsey.

The different preferences and needs of today's consumers make it vital to **increase the digital presence** to provide **holistic service** and meet their expectations.



Companies that implement an **omnichannel service strategy** report a **5 to 15% increase in profits**.

Source: McKinsey.


According to a McKinsey study, the process to start **omnichannel transformation** is:

Today, customers have a large number of ways to interact with brands. When it comes to important problems or those that require specific interventions and follow-up, in addition to social networks, other service channels such as calls, web chat, email, SMS and even video calls become relevant to offer the best possible service. Hence the importance of having **omnichannel customer service**.


This concept seeks to create **unified communication across all contact channels** to ensure that the customer journey is continuous and consistent, no matter what medium they need help from. The key is: **to have an efficient presence** in the right **channel at the right time**.



Identify the necessary resources (agents, technology, and operation) to support these journeys.



Design service journeys that ensure customer needs and preferences are addressed.



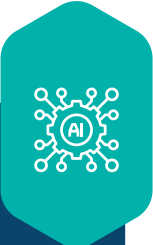
Establish the principles for delivering the best possible experience and the vision of how customers should feel about it.



Define the IT architecture needed to implement a seamless omnichannel experience

How to implement an omnichannel strategy?

At Atento we take care of everything for you. We design a **service strategy** tailored to your needs and those of your customers to ensure **human connections**, efficient services and personalized solutions at each point of contact thanks to:



Artificial intelligence

We elevate your customers' experiences with digitized interactions, sentiment analysis, natural language processing, and chatbots that learn from every interaction to ensure smooth and efficient communication.



Data science

By analyzing large amounts of data in real time, we understand consumer behavior and preferences. In addition, we detect patterns, insights, and trends that are valuable to your business.



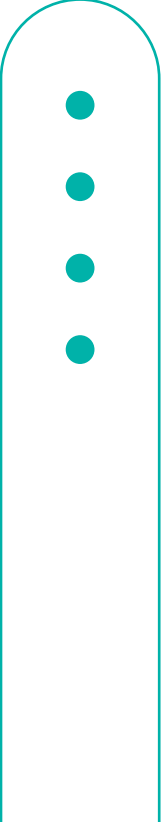
Specialized Agents

With artificial intelligence as a co-pilot, our specialized agents have all the necessary information to offer an efficient service without neglecting the human touch.



Intelligent Automation

We systematize repetitive tasks with RPA, we enhance your front and backend processes by atomizing your Backoffice to free the workforce and improve their productivity.



Plus, we're ready for **the future of customer experience:**



Augmented reality

Personalized interaction that allows your customers to encounter your products and services directly.



Virtual reality

Total immersion in an environment capable of convincing and solving your consumers' problems.

The power of these technologies, together with human sensitivity, has allowed us to raise our clients' KPIs:

Satisfaction level between 85 and 95%

BMT 5 to 8 minutes.

Service level from 90 to 95%.

Quality of care from 85% to 95%.



Our purpose is to offer you a significant improvement in your customer service, as well as **increase the engagement and perception of your brand** among consumers. We focus on **improving key industry indicators** such as Net Promoter Score, First Contact Resolution and Service Level Agreement.

Here are some of our success stories:

Specialized delivery service

During the pandemic, delivery platforms significantly increased their orders and, consequently, also increased their complaints and interactions, which had to be resolved in record time.

Thanks to the decision to transfer the service process to Atento, a prominent company was able to:

- 93% customer satisfaction.**
- 83% restaurant satisfaction.**



Better Mobility with Efficient Care

A mobility company needed to improve the service infrastructure in its networks to meet its KPIs and maintain a team with low turnover.

Together with Atento, they implemented an omnichannel solution that allows the management of all their channels with a single tool, managed by 30 specialized agents.

As a result, they reduced:

- 81%** the number of **incoming calls.**
- 50% waiting time** for service.
- 100 seconds** in **BMT.**



More and better relationships in the automotive industry

An automotive company wanted to prioritize critical issues and end-to-end service by involving dealers.

To do this, we implemented a strategy that has allowed and facilitated the identification, as well as the qualification of leads. Together, we achieve:

- Reduce average service **time** by **-80%**
- +5,000 micro-influencers** and promoters grouped together.
- +100 leads**

We are leaders in customer service! Every month we log more than 350,000 hours of interactions with consumers, just through social media, and we work together with more than 400 companies in 17 countries.



Contact



VISIT OUR WEBSITE

Communication through digital channels evolves so fast that it is necessary to be ready to meet all the needs and expectations of customers. For those who face the challenge of improving their digital service, Atento is the best ally.

Let's talk!:

 <https://atento.com/es/>

 contacto@atento.com

 **Atento**

 **Leading** 
Next Generation CX