ATENTO

Revolution in CX

Transforming the Customer Experience with AI

Leading
Next Generation CX

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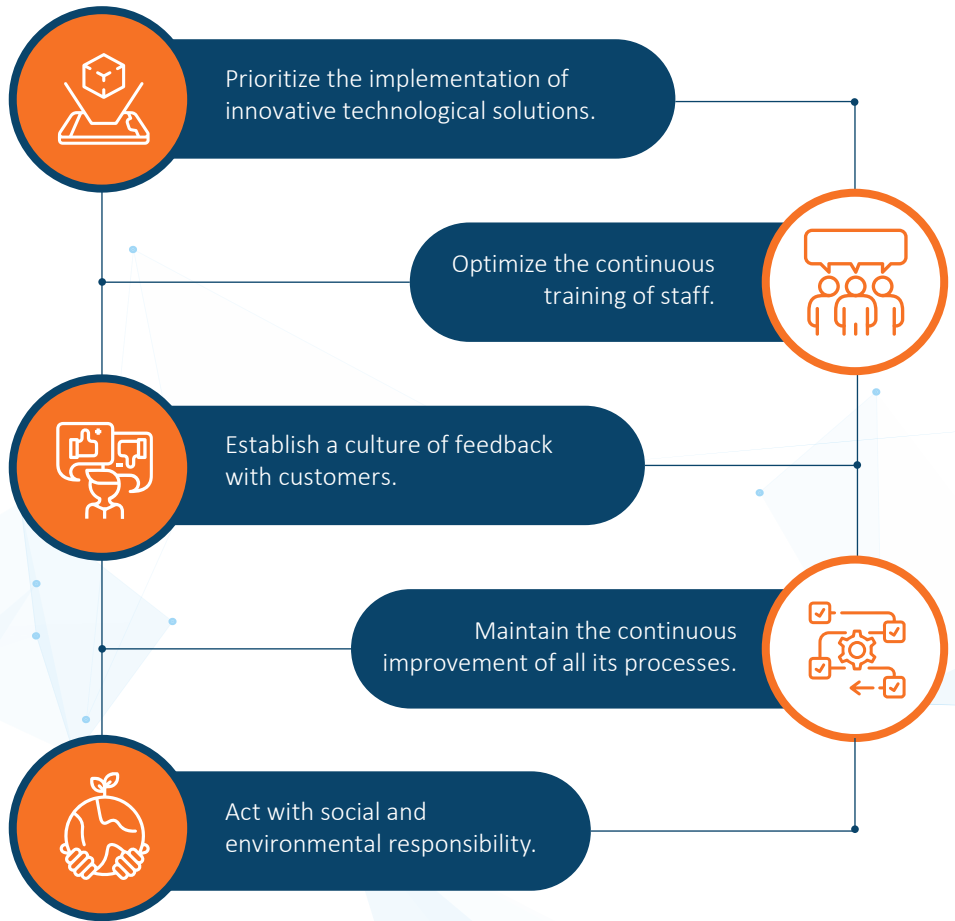
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Customer Experience Challenges in the Digital Age

In today's fast-paced digital environment, organizations must differentiate themselves to attract, retain, and retain consumers. Thus, emerging developments are playing a crucial role in improving and transforming one of the fundamental pillars for the success of any organization: Customer Experience.

To ensure resilience in customer service in 2024, build a good brand reputation, give personalized and transparent service focused on success, companies must:

Prioritize the implementation of innovative technological solutions.

Optimize the continuous training of staff.

Establish a culture of feedback with customers.

Maintain the continuous improvement of all its processes.

Act with social and environmental responsibility.

Source: Puntual.

In short, understanding and predicting the behaviors, expectations, and needs of users and customers has become an imperative to gain a greater advantage in any type of market.

Towards an AI-powered intelligent CX

With the growth of Analytics, Data Science and Artificial Intelligence (AI) tools, a new world of possibilities has opened up to personalize and streamline processes, as well as interact with and serve customers. From analyzing behaviors, sentiments, and personalizing the Customer Experience to predicting market demand, guiding strategies, or managing inventories, technology is taking relationships beyond imagination.

By 2030, AI could contribute **$15.7** trillion to the global economy, due to a **$9.1 trillion increase in sales** from growing consumer demand.

79% of users expect **generative AI** to simplify their problems for faster **resolution.**

Generative AI tools are used by **70%** of users looking **for recommendations** of new products/services and **64% are willing to make the purchase.**

71% of customers want AI to create **more personalized support experiences.**

67% of consumers envision **generative AI playing a crucial role** in customer service.

50% of customers are excited about the **immersive and interactive experiences** that generative AI can enable.

43% of buyers are interested in organizations implementing **generative AI in all their interactions.**

For this reason, some studies indicate that generative AI, in particular, could be the key to accelerating the digital future of society.

In addition, the adoption of these new developments can bring multiple business opportunities by simplifying processes, contributing to the optimization of CX strategies (with personalized chatbots, for example) and reducing operational costs.

Sources: PwC, Play Mark, Why Consumers Love Generative AI, The Economist and CX Trends 2023.

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At Atento's Innovation Hub, we have verified with our teams of experts in Data Science, UX and LUI that the gradual and structured implementation of AI in CX is the path to success. Using the LANDING AI model, called **the AI Virtuous Cycle:**

1. We promote building better products and services that are simple to use, intuitive, and offer the best experience to people.

2. With the development of Machine Learning and Deep Learning projects, **we increase customer satisfaction.**

3. We positively impact the **revenue/turnover** of companies.

This is how with Atento, organizations and users achieve multiple benefits in three areas:

Operational Efficiency

• **Quick responses:**
Chatbots and virtual assistants can provide instant answers to common queries, reducing wait times and improving problem-solving efficiency, in addition to customer satisfaction.

• **Task automation:**
AI can take over repetitive tasks and routine processes, freeing up human agents to focus on the most complex, high-value interactions.

Customer Experience

• **Personalization:**
AI enables personalized experiences by analyzing customer data and tailoring interactions based on individual preferences.

Sentiment analysis:
Sentiment analysis tools help understand the client's emotions, allowing for more empathetic and tailored responses.

• **24/7 Service:**
With conversational AI + GPT Chat, customer service is provided 24/7.

Data-driven decision-making

• **Predictive analytics:**
AI can predict future patterns and trends based on historical data, facilitating informed and strategic decision-making.

• **Process optimization:** By analyzing real-time data, AI can identify trends, areas for improvement in processes, and suggest adjustments to optimize efficiency.

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It is worth mentioning that, as leaders in Next Generation CX, we take security issues very seriously, in such a way that we operate in full compliance with laws and regulations, as well as with a high ethical sense when it comes to the use of personal data.
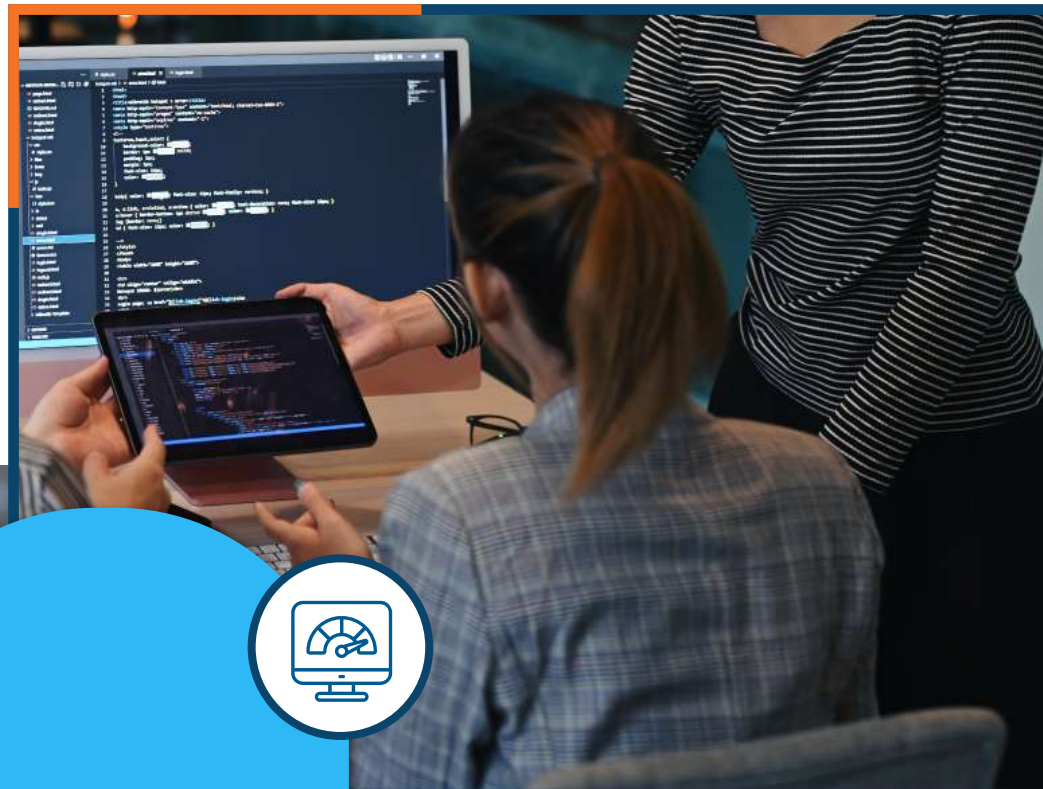
Likewise, we do not focus on the indiscriminate use of these technologies, as our adoption strategies are designed according to the needs of each company.

Among the use cases we have carried out at Atento is that of an important leading company in the electronic collection and electronic toll system to take its customers' experience to another level.

The challenge:
Overflow in customer interactions.

The solution:
State-of-the-art omnichannel strategy to incorporate a chat and WhatsApp channel with the support and power of intelligent bots.

The results:
• Evolution of the business model and the management of end customers.
• Optimization of operational efficiency.
• Improved profitability.
• Increased customer satisfaction and loyalty at unprecedented levels.
• Fast and accurate responses to the most common user/customer queries.
• Freeing up human talent to focus on the most complex and strategic situations.

At Atento, we are setting the standard for excellence in customer service, providing a seamless, personalized experience tailored to the needs of each company:

INDICATOR	Initial Measurement	Proposed Goal	Upshot	Benefits/ Impacts
Net Promoter Score	80%	85%	90%	Increased end-user satisfaction.
Service Level	85%	85%	100%	Improvement in the level of customer service.
Level of care	90%	90%	100%	100% of conversations are handled by a bot.

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Harness the power of AI to deliver exceptional CX with Atento

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